

HealthCentral

Point of Care Media Kit

2025



Contact Information:

Rose Sullivan, Production Manager

E-mail: rsullivan@healthcentral.com

Phone: 201-447-0847

Enhancing Patient Care at Moments That Matter



Category/Condition Exclusivity

Content sourced from leading medical experts, aligned with sponsor's goals, and featuring empowering, emotional real patient stories.



Targeted Distribution

To high-value physician office waiting rooms with zero waste (list match available).



Brand Credibility

Access to a network of unique physician offices nationwide, available by specialty, with implied endorsement by the patient's trusted physician.



Medically Reviewed

Original, award-winning, condition-specific content presented in an easy-to-read format; reviewed by a Medical Advisory Board and audited through AAM.



Doctor Discussion Guide

Encourages meaningful doctor-patient conversations.



Self-Selected

Chosen by patients actively seeking health information related to their condition.



Print + Digital Synergy

Print guides drive to a digital sponsored program or exclusive Patient Support Center on HealthCentral, featuring additional content and tools that generate unique visitors.



POC + Online Synergy

Integrated print guide program paired with a digital campaign on HealthCentral.com.



Strengthen Engagement

QR codes placed throughout the guide provide easy access to online content—videos, quizzes, polls, the brand's website, or sponsorship hub on HealthCentral.

Content & Program Extensions

Program Extension:

- **Drive Action:** Placement of call to action on display rack
- Spanish Edition: Ability to create editions for Spanish speaking audience and minority audiences



Content:

- Provides relevant context for your message
- HealthCentral Guides are designed to stimulate a more productive conversation between a patient and their physician. Original condition-specific content is reviewed by a Medical Advisory Board and presented in an easy-to-read and understand format.

Featured content* aligns with sponsor's goals and target audience

- Condition Overview
- Prepping for the Office Visit
- Doctor Discussion Guide
- Expert Q&A
- Treatment & Solutions
- Condition Management (worksheets, trackers, journals, etc.)
- Healthy Living Tips & Advice
- Caregiver Support
- My Chronic Life—Inspirational Real Patient Stories
- Profiles of Notable Individuals
- Medical Illustrations
- Infographics
- Interactive Features (quizzes, knowledge/treatment tests, mythbusters, recipes, etc.)



Print + Digital Integration

Print publication drives to digital Patient Support Center on HealthCentral.com for additional engagement

**Subject to change, dependent on condition and editorial discretion*

Editorial Experience



Julia Savacool

Vice President, HealthCentral Editorial

Julia has been covering health and wellness as a writer and editor for more than two decades. At HealthCentral, she heads up new content development for both digital and print. Under her leadership, HealthCentral has won gold three times in a row for the MM+M Award's Best Healthcare Consumer Media Brand. She previously led editorial teams at Dotdash Meredith, Hearst Media, and Condé Nast.



Linda Roman

HealthCentral Guides Editor

Linda is responsible for developing content for the HealthCentral Guides with a focus on bringing accurate, informative and reader-friendly articles to patients with chronic health conditions. She is an experienced project manager with a proven record of producing engaging print and digital publications. Linda has held editorial positions at HealthCentral, Consumer Reports, RN magazine, the New York Times Syndicate, and Reader's Digest magazine.

Editorial Reviewed by Leading Experts From Top Institutions*

- Baylor University Medical Center
- Cleveland Clinic
- Duke University School of Medicine
- Erickson School of Aging, University of Maryland
- Fox Chase Cancer Center
- Johns Hopkins Ciccarone Center for the Prevention of Heart Disease
- Johns Hopkins University School of Medicine
- Josline Diabetes Center
- Mayo Clinic
- Montefiore Medical Center, Albert Einstein College of Medicine
- NYU Langone Health
- UCLA Jules Stein Eye Institute
- University of California Diabetes Center
- University of Chicago Medicine
- University of Michigan Comprehensive Depression Center
- Vanderbilt University School of Medicine

**Small Sampling*

Audience & Program Verification



HealthCentral Guides Audience

2023 Description: People and caregivers of a loved one managing a condition who are actively looking for health information about their condition, self-select the guide while at their doctor's office waiting rooms (based on brand's list match).

Patients/caregivers take guides into the exam room and then home as a resource. The brand's messaging stays with patients during and after their visit with the doctor.



Point of Care Marketing Association (POCMA) Member

The HealthCentral Guide programs are POCMA validated, and HealthCentral is an active member of the POCMA. POCMA is committed to advancing the Point of Care channel by focusing on awareness and health education to ensure the delivery of relevant and targeted information to advance health and healthcare outcome.



Program Verification Audit

HealthCentral has partnered with Alliance for Audited Media (AAM), a POC Marketing Association approved audit company, to implement independent, third-party verification of our point-of-care HealthCentral Guides. As part of our commitment to advertisers, we provide AAM with complete production and distribution documentation in accordance with AAM's policies and current point-of-care industry standards. Through program audits, HealthCentral provides advertisers with the assurance that the planning and assessment of point-of-care media programs are done with greater confidence, heightened efficiency and full disclosure of campaign claims.

Print Ad Sizes

Single Page

Trim: 7-7/8" x 10-1/2"

Copy and layout should be designed so that ad can be positioned on either a right or left-hand page.

Bleed: 8-1/8" x 10-3/4"

Allow 1/8" bleed on all sides.

Safety: 7-3/8" x 10"

Hold live matter 1/4" from pub trim size on each side.

Keep registration marks outside bleed dimension.

Binding Method:

Saddle-stitched on 10-1/2" side.

Spread

Trim: 15-3/4" x 10-1/2"

Copy and layout should be designed so that ad can be positioned on either a right or left-hand page.

Bleed: 16" x 10-3/4"

Allow 1/8" bleed on all sides.

Safety: 15-1/4" x 10"

Hold live matter 1/4" from pub trim size on each side.

Keep registration marks outside bleed dimension.

Spread Creative: Submit as two (2) single pages.

Keep registration marks outside bleed dimensions.

Binding Method: Saddle-stitched on 10-1/2" side.

Print Ad Specifications

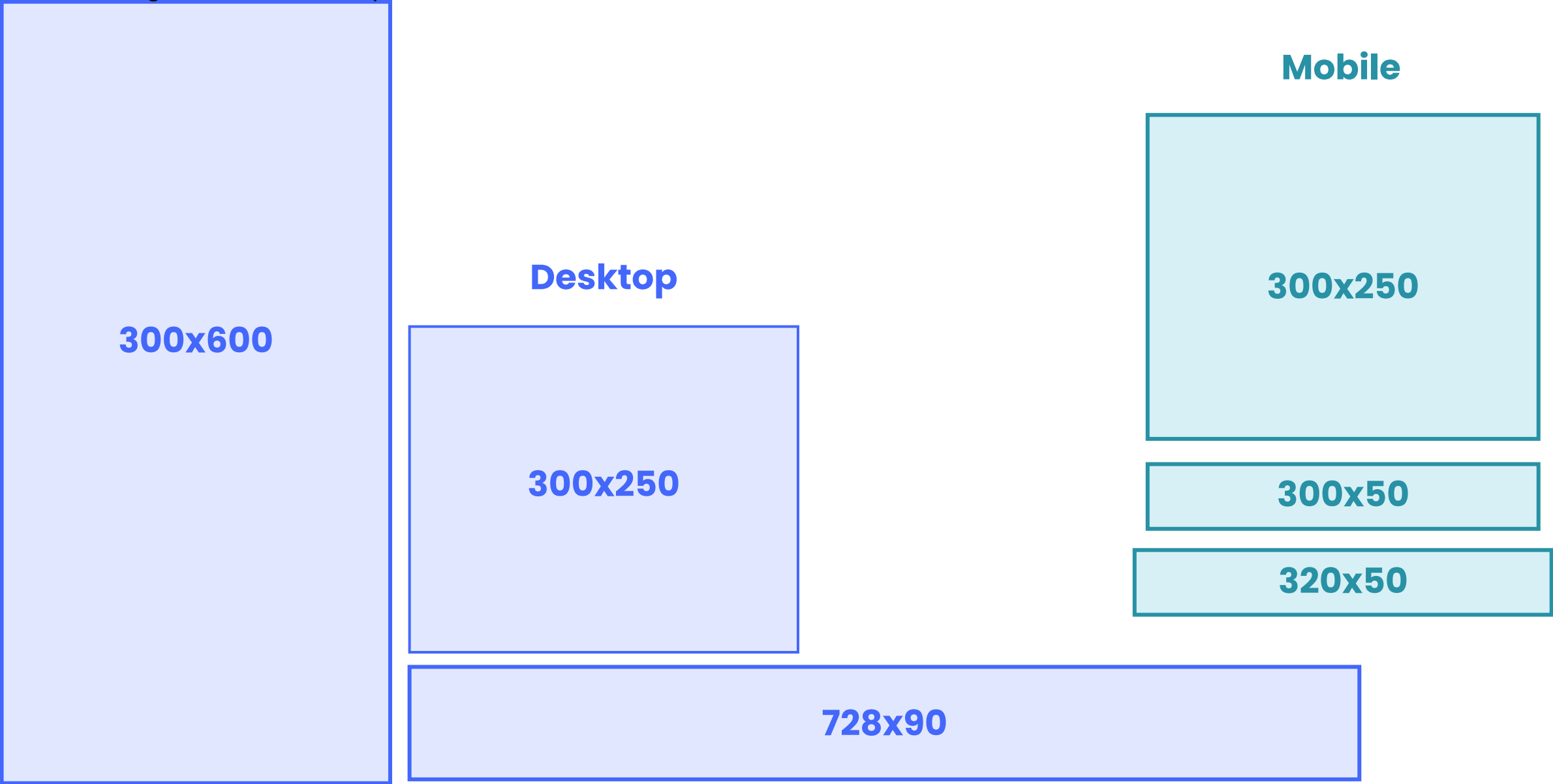
- PDF/X1a format is the preferred file format for file submission
- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, offset 1/8" outside trim (No marks included in the "live" or bleed image area)
- CMYK process only. No RGB or Spot (Pantone) colors
- Flatten all transparency
- Color proof is required



Publisher will charge for any cost incurred in preparing material submitted by advertiser that does not meet mechanical requirements.

Digital Ad Sizes

Standard Digital Ad Sizes Accepted



Contact your HealthCentral Sales Representative for full digital ad specifications.

File Upload

HealthCentral FTP Server Instructions:

You can connect to the S3 File Share using any standard FTP Client if they support the Amazon S3 protocol.



We recommend Cyberduck. You can download Cyberduck here: <https://cyberduck.io/download>

The download for Windows and Mac is about halfway down the page, so be careful of clicking on ads. This is freeware software and will fulfill our task of copying files to S3, though you can purchase the retail version.

To connect using Cyberduck, use the steps and settings below:

1. Open Cyberduck and press the + in the lower Left corner of the window.
2. Select Amazon S3 from the FTP protocol dropdown.
3. On the popup screen, press "More Options" at the bottom left and add these settings:

Nickname: Field will auto populate with "s3.amazonaws.com - S3" you will need to add – vendor

Access Key ID: AKIARSD5UW56BNUXF7YC

Secret Access Key: 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

Path: advertiser-vendor-rmdy-hm

Note: Username and password are case specific.