

So What IS HRhealthPros v5 9-29-16.docx

HRhealthPros positions your practice as an authority and **TRUSTED SPECIALIST** in your health care category through a potent combination of video and display advertising.

HRhealthPros is not just an advertising schedule: it's an integrated marketing plan that makes multi-screen choices work together to help you reach your target audience.

HRhealthPros combines video and display advertising with the frequency your practice needs to create awareness, build loyalty, and to generate new patient leads. And it reaches anyone, anywhere, on any screen.

Video components of **HRhealthPros** include:

- Your 30-second TV commercial and an air schedule creating a first tier of awareness.
- Your fifteen second message packaged with a **HRhealthPros** awareness promo provides powerful added exposure and value.
- Your video on demand long form message is what interested patients seek out for in depth information, at a time when they are actively searching. It's also available to use on your web site, office or trade shows.
- Non-skippable video preroll advertising puts your commercial in front of an audience that you choose.

Display components of **HRhealthPros** include:

- Digital display ad impressions via the Cox Digital Ad network, cox.com, and
- Mobile ad impressions and strategies including Geofencing, reaching your potential patients at their computer or smart phone.
- Combining digital plus TV advertising increases ROI by 22 per cent.

Differentiate your practice from your competitors with **HRhealthPros**- a strategic, customized campaign with video and display advertising that will reach anyone, anywhere, on any screen. Available only from Cox Media.

244 words (@ 90 seconds)