



Health News **Consumers** Can Use



MEDIA KIT **2023**



HealthBoard[®]

WE ARE HEALTHCARE ACTIVATORS

OFX is a leading provider of healthcare media and a major platform for advertising with HealthBoard® digital screens and poster displays in 24 primary care and specialty networks serving 100+ MM annual audience impressions in 2020 in the top 86 English and French markets.

We are a healthcare media company with a mission to share the best health ideas with every person in Canada. We provide compelling educational media that helps doctors and patients discover new ideas and solutions to problems.

Our mission is to educate and empower people to live healthier lives. We design, deliver and innovate the best point-of-care solutions to our clients—the healthcare community.

Healthcare is a fast growing and complex industry and we are transforming it by creating a technology and content platform that brings people closer together to improve lives.

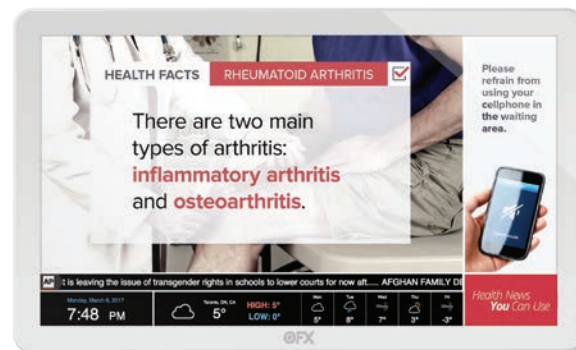
Through our exclusive point-of-care media networks, we reach high-value audiences in top-decile doctor offices and we deliver impactful results with measurable ROI.

Physicians, life sciences companies and patients adopt our technology platform to make better health decisions during the most critical moments of care.



OUR MEDIA NETWORK

Our media network is comprised of patient-education products and physician tools to enhance the health and well-being of patients nationwide.



HealthBoard® Digital Screen



HealthBoard® Poster Display

OFX HIGHLIGHTS



HISTORY

Established in 2002, OFX Media Group has designed, built, acquired and operated healthcare media networks with a focus on high-value physician offices.

We make millions of powerful audience impressions and provide a wide range of integrated, turnkey marketing services to the top Fortune 500 companies.

GROWTH

Significant, annual growth to 3,320* locations. We are investing in a significant capital spending plan to further expand our network of locations nationwide in both English and French markets.

We have a reputation for innovation and a strong track record in reaching valuable segments of the population.

CONTENT

A key to our success is top-notch content we provide our clients in 24 primary care and specialty networks.

Our creative and editorial teams are some of the best in the business and include writers and designers for *Reader's Digest*, *Harvard Health*, and *Vice*.

RESEARCH

We build our networks and services to provide clients with a high return on investment (ROI). We understand the importance of research and results and deliver guaranteed ROI campaigns to our clients.

We partner with leading 3rd party research providers such as Starch Research Group to ensure quantifiable and verifiable research metrics are achieved.

HEALTHBOARD® POINT-OF-CARE MEDIA

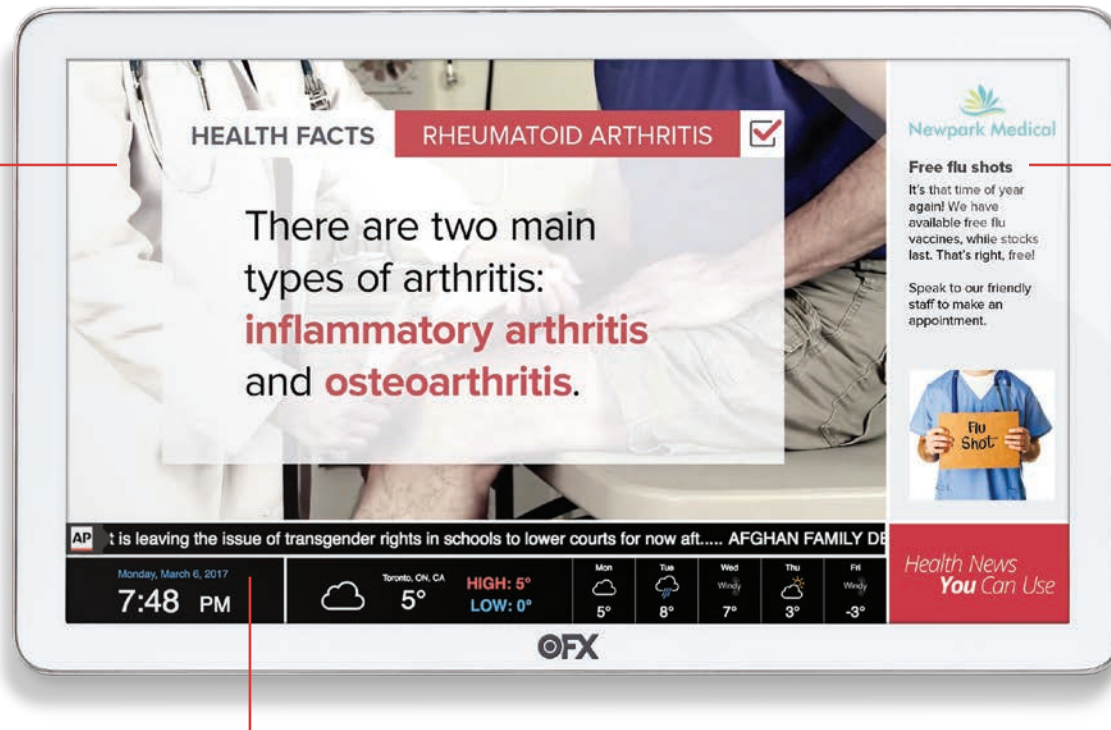
High-quality HD screen, featuring medical and health programming in the form of educational video content.

ENGAGING & EFFECTIVE

HealthBoard® Digital Screen is a high-quality HD screen, featuring medical and health programming in the form of educational video content. It's perfect for waiting rooms and exam rooms.

TOP-NOTCH CONTENT

Featuring reliable and evidence-based content, our editorial teams extensively research and beautifully present facts and tips patients can use.



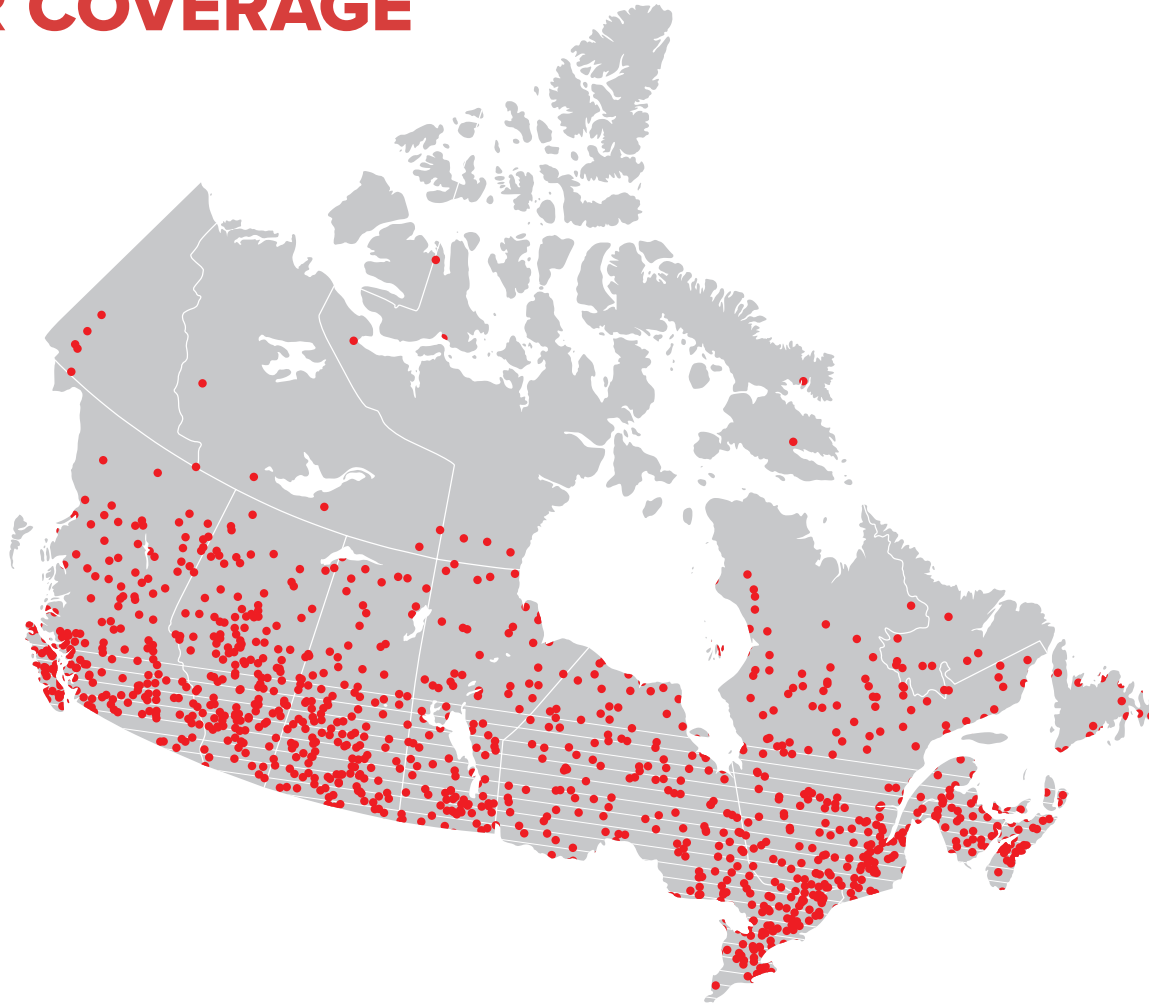
CUSTOM MESSAGING

Offices can keep their patients informed by displaying their own office information, including holiday hours, staff profiles, special service alerts, patient testimonials, etc.

REAL-TIME INFORMATION

In addition to insightful and relevant educational information, our unique split-screen format provides patients with real-time information including news, local time and weather forecast.

OUR COVERAGE



3,320
INSTALLED
LOCATIONS

Since 2002, OFX Media Group has designed, built, owned and operated proprietary media networks across North America with a focus on high-value physician offices.

A key to our success is the precision-targeted access we provide our clients and the uniqueness of our media at the point-of-care where your brand benefits from the implicit recommendation of the professionals your audience trusts the most when it matters the most.

24 PRIMARY CARE AND SPECIALTY NETWORKS

- Primary Care
- GP
- Family Medicine
- Child Care
- Obstetrics
- Gynecology
- Pediatric
- Rheumatology
- Endocrinology
- Gastroenterology
- Allergy
- Dentistry
- Cardiology
- Geriatrics
- Internal Medicine
- Dermatology
- Podiatry
- ENT
- Optometry
- Radiology
- Occupational Medicine
- Pain Management
- Physical Medicine
- Rehabilitation

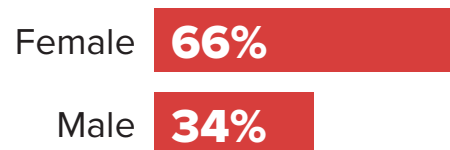
OUR AUDIENCE

Place-based advertisements help brands convey messages to their target audience. Companies work hard to make their ads striking and memorable because the more the product becomes valuable to the target audience, the more useful and valuable our media becomes.

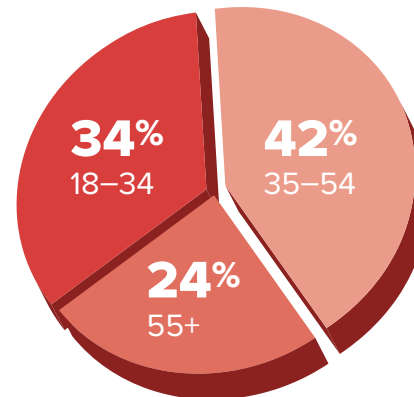
WHO WILL YOU REACH*?



\$64,820
Mean Individual Income



\$134,225
Mean Household Income



100 MILLION
Annual Audience Impressions

Age

MARKET PENETRATION

Our programs deliver significant penetration of the following consumer markets*:

68%

of expectant and new mothers

40%

of people with diabetes

84%

of adults 18-49 visiting health provider

82%

of seniors

* Estimated data at HealthBoard® Digital Screen and Poster Display locations.

CAMPAIGN RESEARCH



27% average unaided brand recall score



58% of respondents claim that featured advertising changed their overall perception



84% of respondents took one or more specific actions as a result of seeing the TV screen



83% of respondents likely as before to purchase advertised brands

Source: Starch Research Report, Pharma Retail Brand, August 2018

A vertical red banner. At the top, it says '29%' in large white font, followed by 'of moms asked their doctor about the HealthBoard® ad seen in the waiting room' in smaller white font. In the middle, the 'Health Board' logo is shown in white on a dark red rounded rectangle. At the bottom, there is a white icon of a woman and a child.

Source: Starch Awareness Research Report, 2014

HEALTHBOARD® SPECS

HealthBoard® video and static displays showcase sponsors and provide educational, editorial and product information addressed specifically to the needs of the target audience.



PREFERRED FILE FORMATS

Adobe InDesign / Illustrator / Photoshop / AfterEffects, QuarkXPress, or high resolution PDF files are preferred.

SUPPLYING FILE ASSETS TO OFX MEDIA

- Logos and line art: vector files in EPS or AI format
- Images: 300 dpi RGB or CMYK files in JPEG or TIFF format
- Movies and animations: MP4, AVI or MOV format
- Fonts: OTF format, or converted to outlines

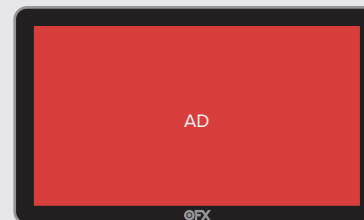
DEADLINES AND FILE DELIVERY



Artwork or any changes are due four weeks prior to posting date. Send artwork files via email link to clientservice@ofxmedia.com.

DIGITAL SPECS

Our HD digital screens are 1920 x 1080 pixels. Ad creative can be supplied as static or animated, or we can create the animation using your assets.



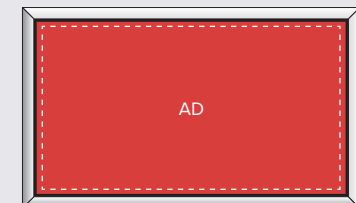
FULL SCREEN

Advertisement size:
1920 pixels (w) x 1080 pixels (h)
With or without audio, play time up to 90 seconds.

PRINT SPECS

Our print displays are encased in oak, mahogany, or aluminum frames.

Keep all important information within the safe area (5/8" from the trim edge), as indicated by the dashed line below.



FULL POSTER

Trim size: 30 1/2" (w) x 24" (h)
Bleed: 30 3/4" (w) x 24 1/4" (h)
Safe area: 29 1/4" (w) x 22 3/4" (h)

OFX MEDIA GROUP CONTACTS

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WAITING ROOM **HEALTHBOARD**®



Millions of powerful audience impressions