



Hospital Broadcast Network

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Charter Out-of-Home Media

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Hospital Broadcast Network

An Unprecedented Advertising Opportunity

Hospital Broadcast Network (HBN) delivers in-facility billboard and audio advertising along with digital-quality music programming via a network of in-hospital radio broadcast stations. HBN provides a unique opportunity for advertisers to reach patients, visitors, employees, and other medical/health professionals in reception areas, waiting rooms and cafeterias in hospitals and healthcare centers. **HBN is the only media company that offers advertisers in-hospital and healthcare facility billboard and audio advertising.**

HBN delivers significant benefits to advertisers

- Messages reach virtually everyone who walks into the facility because they are broadcast in all public areas
- Audience is attentive (sitting in low-distraction waiting rooms) with no ability to channel surf
- Healthcare professionals can receive messages multiple times per day in the workplace
- Opportunity for targeted advertising of "wellness" products and services
- Located in the New York & Philadelphia DMAs

Better than radio...

HBN is value-priced to be considerably less expensive than radio advertising, yet delivers significant advantages over radio. Consumers typically listen to radio while driving, hardly a distraction-free environment for advertisers. Additionally, consumers have the ability to channel surf when commercials come on. There is no guarantee that an advertisement will actually be heard.

With HBN, consumers are sitting in a quiet environment that is relatively free of competing media. They cannot control the volume or channel surf as they can with radio.

Billboards



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Billboards are available in cafeterias, waiting rooms and other public spaces at certain HBN locations. They are displayed at line of sight levels in an environment virtually free of other visual distractions, affording advertisers an additional opportunity to reinforce their messages.



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It is all about Innovative Reach....

Benefits to Advertisers

- Reach consumers through a new digital radio network, never-before available in hospitals and healthcare facilities
- Captive audience has time on their hands to capture and act on your message
- Deliver your message in an environment uncluttered by other media
- No channel surging, on-off, or volume control by facility personnel
- Deliver multi-language ads at no additional cost
- Implied endorsement by hospital
- No other advertising exists in waiting rooms
- National brand building, creative and/or sales promotion message
- Possible category advertising exclusivity

Unparalleled Targeting

Virtually every patient and visitor is a potential consumer. Your presence in waiting areas and other common areas give you a continuous and reinforced presence with exactly the population that you want to reach. Not a penny of your budget is wasted. A much more efficient and effective buy than radio and television.

Make your message heard AND understood

Target your message to a specific culture and in a specific language on a facility-by-facility basis. No other ad medium can deliver this level of flexibility.



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Exciting Innovation

Our innovative audio-visual system incorporates patented technologies to deliver a unique combination of music programming interspersed with audio advertising as well as billboard advertising to hospitals. Hospitals love it and that's why our network continues to grow.

Each System consists of:

- Dual function audio billboards-18"x24" flat, wall-mounted audio speakers featuring technology that delivers room-filling, evenly-dispersed sound. The speakers, only two inches thick, also function as billboards because the front grilles are printed with advertising messages.
- Not all billboard had advertisements some have art, leaving your message to **STAND OUT**.
- Digital Broadcast System (DBS)-This controller communicates with the Hospital Broadcast Network's Central Control Network



Hospital Broadcast Network Central Control Network

Our Central Control Network uses the Internet to deliver compressed, encrypted, audio advertising and music programming updates to the System installed at each site. The Network also performs a variety of functions including site diagnostics, traffic management and airplay verification. The system can be setup to raise and lower the volume depending on the level of ambient noise in the room. All commercials play 3 decibels louder than the music to enhance audibility of the advertiser's message.



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DOMINATE Hospital-Point-of-Care with EXCLUSIVE Advertising Limited and Selective Media Advertising

Categories for EXCLUSIVE control of Audio and Billboard Advertising

- Medical Devices
- Diabetes Supplies - Sold - Available May 2008
- Pain relievers - OTC
- Cold and Flu - OTC
- Vitamins & Supplements
- Medical Prosthesis
- Flowers & Gifts - Sold - Available Spring 2008
- Books - Available May 2008
(we only promote 1 book per flight)
- Insurance
- Financial Services
- Oral care
- Smoking Cessation
- Baby Care & Diapers
- Other CPG
- Corporate Branding and Sponsorship of Hospital Health Initiatives - i.e. "ABC Company supports the Women's Health Initiatives at this Hospital"
- Music Sponsorship - radio spot with - "This music is sponsored by..."



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The Hospital Broadcast Network

DOMINATE Hospital-Point-of-Care with EXCLUSIVE Advertising Limited and Selective Media Advertising

- **Deliver your message exclusively in a highly credible venues --previously unavailable**
- **Reach a captive audience of consumers**
 - Health, wellness, lifestyle is on their minds
- **Reach Doctors, Nurses and other healthcare workers where they work**
 - Every hour, every day
- **Implied endorsement of hospitals**
- **Guaranteed media delivery**
 - No facility involvement
- **Highly targeted -your message can reach the whole hospital or just specific areas**
OBGYN, Pediatrics, Heart Care, Radiology, Clinics
- **Competitive Prices**



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