Media Solutions

Want your media seen by thousands of diagnosed patients looking to learn more about their treatment options? Advertise with MyHealthTeams, the strategic partner of 9 of the top 10 pharma companies in the world and reach the largest, most-engaged patient social network in chronic health. The results speak for themselves:

- #1 in Audience Quality as measured in independent third-party studies
- 4-times average industry click-through-rates and engagement
- 3-times industry patient activation (as measured by doctor visits)

IAB Integrations:
- Mobile Leaderboard (320x50)
- Medium Rectangle (300x250)
- Leaderboard (728x90)

Over 2 million registered members living with chronic conditions engage with MyHealthTeams social networks spanning 33 chronic conditions (and counting). Members come to us for information, connection, resources, life hacks and emotional support in a trusted, safe environment. Not surprisingly, our audience quality (as measured by the percentage of people viewing ads who are actually diagnosed patients) is 400% to 900% greater than it is for typical health endemic publishers. MyHealthTeams partners with over 30 of the most innovative agency and biopharmaceutical leaders who are committed to improving the lives of people facing chronic conditions and driving breakthrough results.

“PM 360”

“MyHealthTeams is fundamentally changing the way pharma marketers engage patients.”

“MM&M”

“The benefit of a specific patient network, instead of Facebook or another social network, is that patients are more likely to share what it is really like living with a disease.”

“MobiHealth News”

“Social data can be a strong source of real-world evidence for payers, providers and pharma companies.”

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## Ad Specifications

<table>
<thead>
<tr>
<th>Platform</th>
<th>Ad Unit</th>
<th>Size</th>
<th>Activity Feed</th>
<th>Activity Post</th>
<th>Q&amp;A</th>
<th>Resources</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Web</td>
<td>Mobile Leaderboard</td>
<td>320x50</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Desktop/Tablet Web</td>
<td>Leaderboard</td>
<td>728x90</td>
<td>N/A</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td></td>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Guidelines

- **Acceptable File Formats:** jpg, png or gif. HTML5 Google Ad Stack (DCM)
- **Max K-Weight (kB):** Initial Load = 150. Subload = 300.

MyHealthTeams does not allow retargeting of our members or visitors through media.