



NEW from Rx EDGE

Deliver your brand messages to targeted consumers in an in-store healthcare setting

Rx EDGE now offers unique brand exposure opportunities on self-testing blood pressure and heart rate screening machines located in the pharmacy departments of 18,000 chain drug, mass, supermarket, and club stores throughout the U.S. They are free to use and have become a recognized consumer destination and a key component of retail pharmacy health and wellness services.

Reach

- Available in **18,000 locations** with pharmacies
- **National program** in all 50 states
- Used by consumers an average of **50 times a day**, 7 days a week¹
- Adult audience: **132.3million**²

Implementation

- Available in **six-week cycles** throughout the year on a category-exclusive basis
- All programs are installed by an **experienced field merchandising group**

Consumer Experience

Length of time required: **90 seconds**

Usage: Users start the test by **simply pushing one button** and results are displayed via clear LED panels in addition to a blood pressure classification chart on the front panel

Accuracy: All screening machines meet **accuracy standards recognized by the U.S. Food and Drug Administration**

Promotional Opportunities

Brochure pocket: Located **on front panel**, visible throughout the consumer's screening experience

Rx EDGE information dispensers: **Affixed to machine**, visible throughout the consumer's screening experience

Cling: Affixed to **seating space**



1. Data from daily usage counters on blood pressure screening machines

2. Total of the following in a six-week period: 1) machine users, 2) consumers/viewers in pharmacy area based on traffic in prescription pick up area. From retailer-reported data or estimated based on retailer type and size.

Rx EDGE
 Blood Pressure Screening Machines
 Retail Advertising Network



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