

Can't keep rhythm?
For people with Atrial Fibrillation (AF) this is all too true.



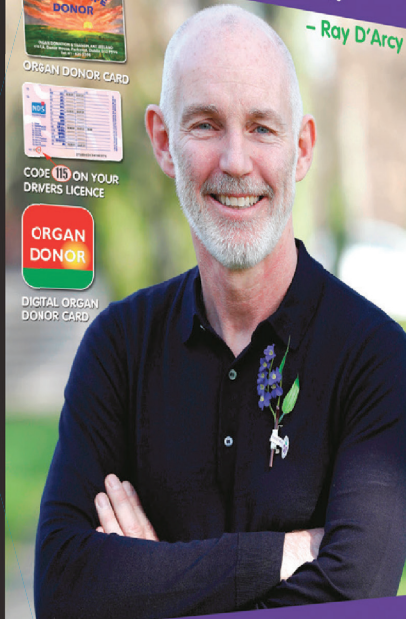
Visit **KeeptheBeat.ie**

To learn more about Atrial Fibrillation visit **KeeptheBeat.ie**

Pfizer **Bristol-Myers Squibb**

DOES YOUR FAMILY KNOW THAT YOU SUPPORT ORGAN DONATION?

– Ray D'Arcy



GIFT OF LIFE DONOR

ORGAN DONOR CARD

CODE 10 ON YOUR DRIVERS LICENCE

ORGAN DONOR

DIGITAL ORGAN DONOR CARD

IRISH KIDNEY ASSOCIATION CLG
DONOR HOUSE, BLOCK 43A, PARKWEST, DUBLIN, D12 PS96

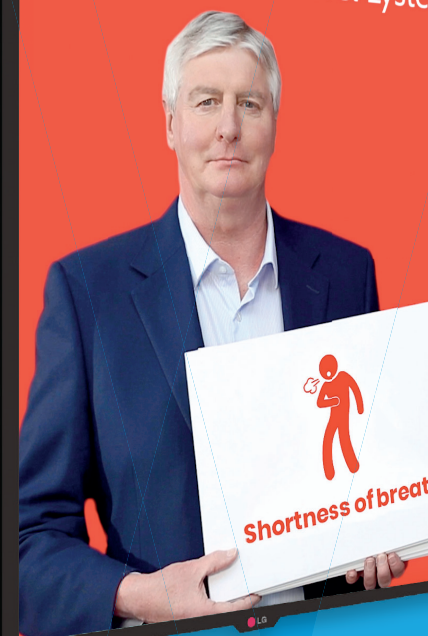
FOR ORGAN DONOR CARDS
FREE TEXT DONOR TO 50050

TEL: 01-4205306 WWW.IKALIE CHARITY REGISTRATION NO. 2007540

f **t** **i** **g**

Irish Heart Foundation

"Don't miss what could be the signs of heart failure, I did."
– Michael Lyster



Shortness of breath

My Options
All the information and support you need in an unplanned pregnancy.



For all the information and support you need in an unplanned pregnancy, contact My Options.

Freephone **1800 828 010**
Monday to Friday from 9am to 9pm
Saturday from 10am to 2pm

Or visit **www.MyOptions.ie**

MyOptions.ie

HE **Healthcare** **Science** **Building a Better Health Service**

Inform Digital

INFORM's NEW Digital Display Network

Connecting with Your Audience

In Healthcare Waiting Rooms

Right Time

Reach out to people when they have health in mind as they wait for their GP consultation, with an average dwell time of 25 minutes in the waiting room.

Right Place

A trusted healthcare environment, where the audience will engage with their GP in relation to their health concerns.

Right Audience

Waiting rooms are busy environments with a wide ranging audience, of which a high portion are parents aged 24-55 and people over 50.



Why INFORM's Digital Screens?

The waiting room screens are **eye-catching** and the **dynamic content** provides compelling visual appeal.

80% of patients pay more attention to messaging on a waiting room screen compared to other screen environments.

Flexibility: awareness **messages can be updated in minutes**—no restrictions on campaign timings. Bi-weekly, monthly or day parting options available.

We accept a **limited number of campaigns** per month, to ensure maximum visibility for your messages.

Each message has a 20 second placement in a 6-minute loop, ensuring the **audience see your message at least 5 times during their visit**, for maximum impact.

Current Network

Frequency

Your message will run

123,200

times per month.



Impressions

672,000

impressions per month.



Locations Now in 70

nationwide and growing!



Audience

134,400

people per month will be
exposed to your message.



Exposure

All our screens are in busy
multiple GP practices in
cities and urban centres.



Content

Technical Specifications



Our screens are silent. They command attention, but are never intrusive.

Our screens can broadcast your message as a static poster, dynamic poster or a silent video.

	Animated Poster / Video	Static Poster
Format:	MP4	JPEG, PNG
Size:	1080 x 1920 pixels	1080 x 1920 pixels
Orientation:	Portrait	Portrait
Slot Length:	20 seconds	20 seconds
Encoding:	H.264	N/A
Screen Aspect Ratio:	16:9	16:9
Colour Model:	RGB	RGB
Resolution:	150dpi	150dpi

Content must be created and submitted in portrait format

Creative Services:

Need help with your design? Talk to us, we would be delighted to assist you.
Email: enquiries@informireland.com

Get in touch today to book your campaign

Email: maria@informireland.com

Tel: **061 338 580**

www.informireland.com

The logo for Inform, featuring the word "Inform" in a white, sans-serif font inside a white rounded rectangle with a slight shadow.

Inform

INFORM are specialists in patient communications since 2002.
We currently manage a network of brochure and poster displays in 1,250 waiting rooms nationwide.

INFORM is affiliated with IDS Media International, which has an established health information network in 16 countries worldwide.