



Station Call Letters: WKRG

Campaign Name: New Leaders in Fertility - Health Connections and Marketplace 5

Advertiser Name: New Leaders in Fertility

1. **Objective.** Describe the objective(s) of the campaign.
 - To educate, inform and connect potential patients with the expertise and specific areas of practice of New Leaders in Fertility.
 - Grow patient base, specifically in vitro fertilization.

2. **Multiple Platforms.** How did the campaign use each of the following platforms?
 - On-air: Used WKRG, EKRK, WFNA and EFNA in a combination of :30's along with a specific scheduling pattern and days of the week to encourage prospective patients to call and schedule a consultation. There was also a long-form element called Marketplace 5 that portrayed an interview environment scheduled as a fixed Tuesday 3-minute segment following the noon news and immediately prior to The Bold and Beautiful.
 - Online: As a WKRG Health Connections partner, NLF received a category exclusive partnership that included a microsite/micropage, hyperlinks to their own website and a series of display ads on WKRG.com
 - Mobile: In continued partnership as a WKRG Health Connections sponsor, NLF received a series of display ads on Mobile.

3. **Revenue.** Did this campaign bring new or incremental dollars to the station?
 - **Yes, this was 100% new local direct money to WKRG.** \$59,430 in an annual commitment of September 14 through September 15. \$7,950 of it was digital.

4. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets?
 - **The doctors and office administrators are pleased with the results.** They have been able to track specific call volume and expanded patient base as result of campaign. Next steps are to produce new creative that speaks more to the IVF potential patients and convert more of those type patients. Doctors have approved extension of campaign through end of 2015 as a result of our last meeting.