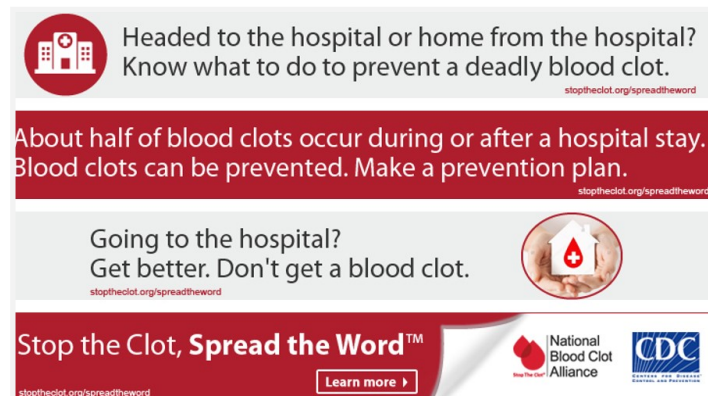


Hospitals Week and Women's Health Week/Month 2020: Stop the Clot, Spread the Word® Promotional Activities and Results

A. WEB BANNERS

- NBCA, in connection with *Hospitals Week* and *National Women's Health Week (NWHW)/Women's Health Month* in May 2020, distributed two campaign web banners: *Stop the Clot, Spread the Word®/Hospitals* and *Stop the Clot, Spread the Word®/Pregnancy*, both of which are pictured below.

Hospitalization Banner



Pregnancy Banner



- These web banners were distributed to drive highly targeted traffic to the [Hospitalization](#) page and the [Pregnancy](#) page of the [Stop the Clot, Spread the Word® campaign microsite](#).
- The Hospitalization banner was served up from April 15 through May 15, and the Pregnancy banner was served up from May 10 through June 10, using a blend of search intent technology, behavioral targeting, and site retargeting, thereby delivering the banners to engaged online viewers poised to make key decisions.
- The *STC-STW®/Hospitalization* banner resulted in **3,069,580 audience impressions**, with a total of **1,922 clicks** to the corresponding hospitalization web page during its one-month distribution period. The Pregnancy banner resulted in **3,045,166 audience impressions**, with a total of **2,855 clicks** to the website, during its one-month distribution period.
- The **click through rate for the Hospitalization banner was 6%** from mid-April to Mid-May, and the **click through rate for the Pregnancy banner was 9%**, from mid-May to Mid-June.
- Sample screen shots for both banners appear on the pages below:

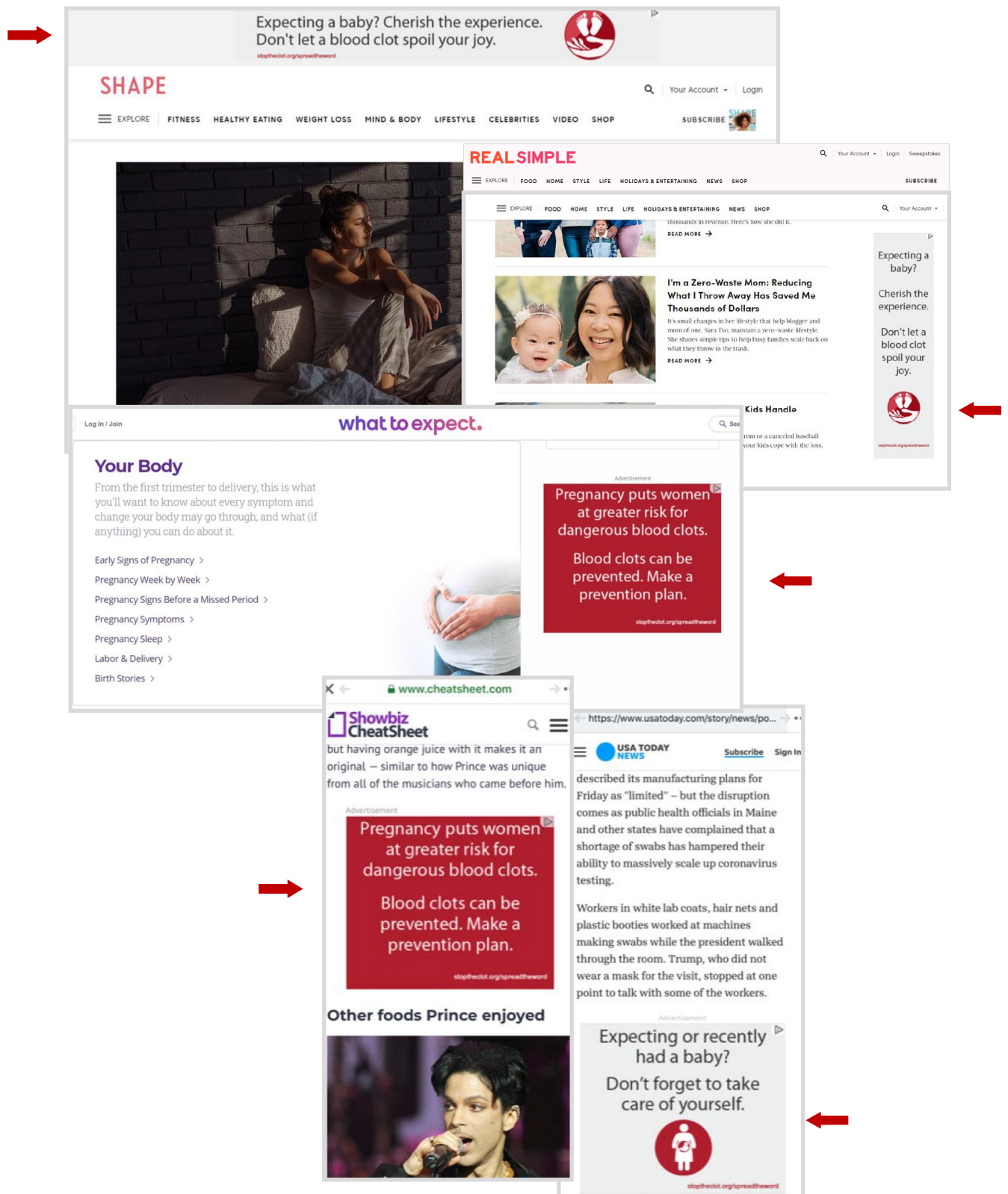
Hospitalization Screen Shot Samples

The collage consists of the following screenshots:

- Health.com:** The ad is at the top of the page, below the navigation bar. It features a red circular logo with a white building icon and the text "Headed to the hospital or home from the hospital? Know what to do to prevent a deadly blood clot." A red arrow points to the ad.
- USA Today Money:** The ad is shown as an "Advertisement" below a headline about COVID-19 related deaths. A red arrow points to the ad.
- ABC News:** The ad is at the top of the page, above the main article "Why are so many COVID-19 patients also seeing blood clots?". A red arrow points to the ad.
- Detroit Free Press:** The ad is at the top of the page, above the main article "Henry Ford doctor on ventilator beats COVID-19: 'I came as close to death as you can be'". A red arrow points to the ad.
- MensHealth.com:** The ad is shown as an "ADVERTISEMENT - CONTINUE READING BELOW" below an article snippet. A red arrow points to the ad.
- TheAtlantic.com:** The ad is shown as an "ADVERTISEMENT" below an article snippet. A red arrow points to the ad.
- WebMD:** The ad is shown as a "WebMD Blog" post titled "Fewer Food Options? Easy Swaps for Common Ingredients". A red arrow points to the ad.

Each screenshot includes the text "stopthecLOT.org/spreadtheword" and the logos for the National Blood Clot Alliance and the CDC.

Pregnancy Screen Shot Samples



B. MAT RELEASES


- STC-STW®/Pregnancy and STC-STW®/Hospitalization mat releases were distributed to newspapers and online news and information websites the week of May 10. The results of these efforts to date are summarized below:

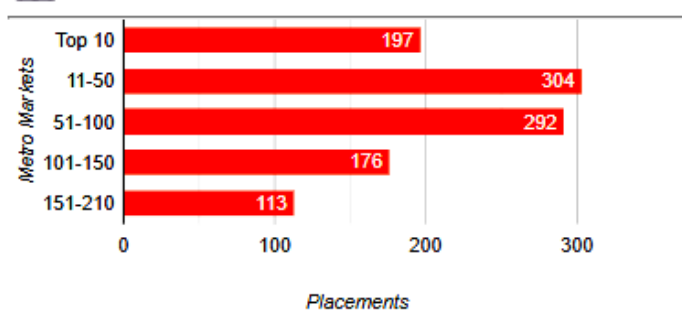
A. HOSPITALIZATION


HOSPITALIZATION	
Media placements	1,082
Audience reach	144.34 million
Weighted advertising value	\$626,400

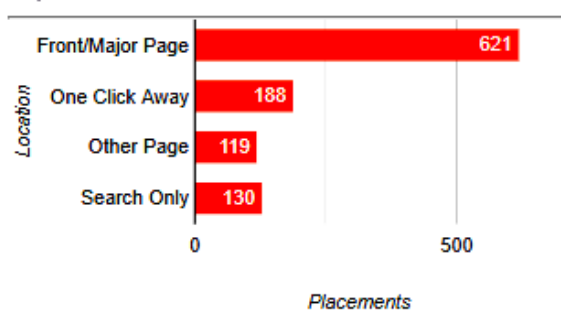
SAMPLE PLACEMENTS:

[Centre County Gazette](#), State College, PA (circulation: 210,530)
[Harlem Community News](#), New York, NY (circulation: 25,000)
[The Ledger](#), Lakeland, FL (viewership: 1,000,000)
[KHQ-NBC](#), Spokane, WA (viewership: 316,988)
[Your News Online](#), Henderson, NV (viewership: 1,000,000)

 Media Placements by Metro Market



 Location of Online Media Placements ?




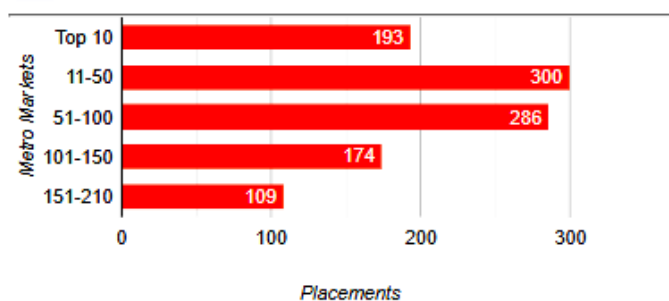
B. PREGNANCY


PREGNANCY	
Media placements	1,062
Audience reach	144 million
Weighted advertising value	\$624,500

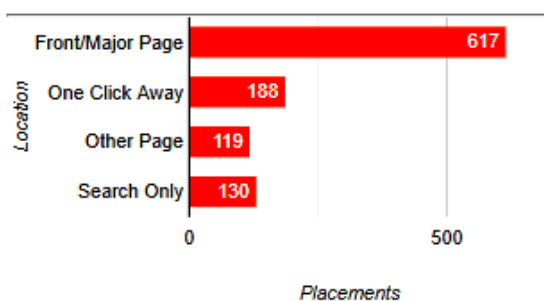
SAMPLE PLACEMENTS:

[Oakland Press](#), Troy Michigan (viewership: 433,274)
[KTBS-ABC](#), Shreveport, LA (viewership: 303,496)
[Standard Examiner](#), Ogden, UT (viewership: 778,710)
[KHQ-NBC](#), Spokane, WA (viewership: 316,988)
[WFMZ-TV](#), Allentown, PA, (viewership: 2,098,364)

 Media Placements by Metro Market



 Location of Online Media Placements ?



C. AUDIO NEWS RELEASES

During the week of May 10, which encompasses both *Hospitals Week* and *National Women's Health Week*, NBCA distributed two audio news releases (ANRs). These ANRs were broadcast on the nationally syndicated *Radio Health Journal* broadcast, with the following parallel results during this broadcast week:

	Hospitalization ANR	Pregnancy ANR
Total affiliate radio station broadcasts	645	645
Total radio airings (radio) // streams (online)	651 // 445	651
Cumulative listenership	49.7 million	49.7 million
Rated DMAs reached	155	155
Top 25 DMAs reached	24	24
Percent of nation potentially reached	90.31%	90.31%

In addition to terrestrial broadcasts, the program containing our ANR is available on demand through several podcast apps and streaming services, including: Apple Podcasts, Spotify, Stitcher, Google Podcasts, iHeartRadio, and Amazon Alexa.

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