

#### Concept 4: People, GA messaging

300x250

Not just anyone can tell if you have high blood pressure.

140/90

Only your doctor can tell you if your blood pressure is too high.

140/90

Ask your doctor how Diovan can help lower your blood pressure.

Click here for a FREE kit

Diovan

Product Information | Product Information

336x280

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140/90

Only your doctor can tell you if your blood pressure is too high.

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Diovan

Product Information | Product Information

160x600

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Diovan

Product Information | Product Information

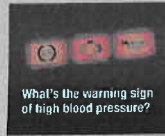
DIO-901116

Concept 1: Dashboard, DR messaging

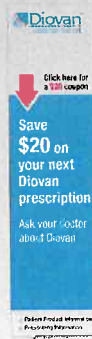
300x250



300x280



160x600



DIO-901117

## Concept 2: Railroad Flashing Lights, DR messaging

300x250 :

300x250 advertisement layout:

- Top row: Two images of railroad flashing lights with 'RAILROAD' and 'TRACKS' signs, and one Diovani card with the text: "Unfortunately, the warning sign of high blood pressure isn't that obvious."
- Bottom row: Two Diovani cards. The left card says: "Know the warning sign of high blood pressure" with a "140/90" blood pressure reading. The right card says: "Find out how to save \$20 on your next Diovani prescription."

336x280 :

336x280 advertisement layout:

- Top row: Two images of railroad flashing lights with 'RAILROAD' and 'TRACKS' signs, and one Diovani card with the text: "Unfortunately, the warning sign of high blood pressure isn't that obvious."
- Bottom row: Two Diovani cards. The left card says: "Know the warning sign of high blood pressure" with a "140/90" blood pressure reading. The right card says: "Find out how to save \$20 on your next Diovani prescription."

160x800 :

160x800 advertisement layout:

- Top row: Two images of railroad flashing lights with 'RAILROAD' and 'TRACKS' signs, and three Diovani cards. The first card says: "Unfortunately, the warning sign of high blood pressure isn't that obvious." The second card says: "Know the warning sign of high blood pressure" with a "140/90" blood pressure reading. The third card says: "Save \$20 on your next Diovani prescription" with a red arrow pointing to "Click here for a \$20 coupon" and "Ask your doctor about Diovani".

### Concept 3: Warning Sign, DR messaging

300x250

336x280

160x600



### Concept 4: People, DR messaging

300x250 :

Clicking here won't lower your blood pressure...

140/90

But it could lower the cost of medication by \$20.

140/90

Save \$20 on your next Diovan prescription

Click here for a \$20 coupon

336x280 :

Clicking here won't lower your blood pressure...

140/90

But it could lower the cost of medication by \$20.

140/90

Save \$20 on your next Diovan prescription

Click here for a \$20 coupon

160x600 :

Clicking here won't lower your blood pressure...

140/90

But it could lower the cost of medication by \$20.

140/90

Click here for a \$20 coupon

Save \$20 on your next Diovan prescription

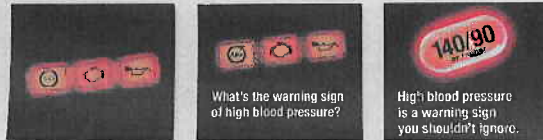
Ask your doctor about Diovan

### Concept 1: Dashboard, GA messaging

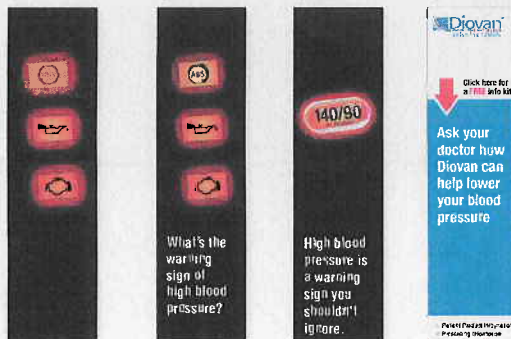
300x250



336x280



160x600



DIO-901121

Concept 2: Railroad Flashing Lights, GA messaging

300x250 :

The 300x250 ad layout consists of two railroad flashing light images on the left, each with a 'DIOVAN' logo above it. To the right are three text panels:

- Panel 1: "Unfortunately, the warning sign of high blood pressure isn't that obvious." (with "high blood pressure" in red)
- Panel 2: "Know the warning sign of high blood pressure" (with "140/90" in a red oval above the text)
- Panel 3: "Ask your doctor how Diovan can help lower your blood pressure." (with a red arrow pointing to "Click here for a FREE info kit")

336x280 :

The 336x280 ad layout consists of two railroad flashing light images on the left, each with a 'DIOVAN' logo above it. To the right are three text panels:

- Panel 1: "Unfortunately, the warning sign of high blood pressure isn't that obvious." (with "high blood pressure" in red)
- Panel 2: "Know the warning sign of high blood pressure" (with "140/90" in a red oval above the text)
- Panel 3: "Ask your doctor how Diovan can help lower your blood pressure." (with a red arrow pointing to "Click here for a FREE info kit")

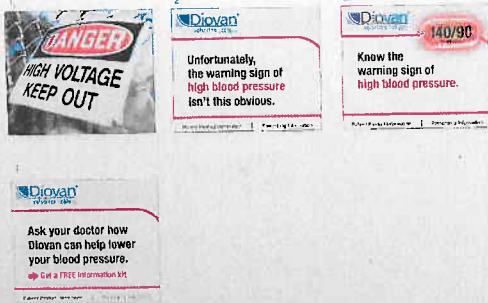
160x600 :

The 160x600 ad layout consists of two railroad flashing light images on the left, each with a 'DIOVAN' logo above it. To the right are three vertical text panels:

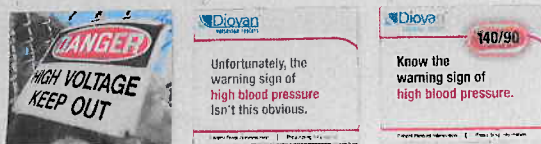
- Panel 1: "Unfortunately, the warning sign of high blood pressure isn't that obvious." (with "high blood pressure" in red)
- Panel 2: "Know the warning sign of high blood pressure" (with "140/90" in a red oval above the text)
- Panel 3: "Ask your doctor how Diovan can help lower your blood pressure" (with a red arrow pointing to "Click here for a FREE info kit")

Concept 3: Warning Sign, GA messaging

300x250



336x280



160x600

