



Local Marketing Support – Radio Advertising Guidelines

Radio Campaign Elements Required for Matching Funds

If you are developing your own radio campaign, you will want to ensure that it embodies the Health Mart brand voice and positions you, the Health Mart pharmacist, as a warm, caring, compassionate clinical expert dedicated to the health of your community.

The Health Mart matching fund program applies only to approved local radio campaigns. To be eligible for matching fund dollars for your radio campaign, your radio spot **must** establish you as a locally-owned Health Mart pharmacy, and it must end with our Health Mart tagline. Below are the details:

Elements that must be included in your radio ad:

If your store does not have “Health Mart” in its name, for example *Joe’s Health Mart Pharmacy*, the radio ad must include a statement that describes your store as a locally-owned Health Mart pharmacy.

Examples include:

- Health Mart pharmacies are locally-owned pharmacies
- or
- [Your Pharmacy Name], at locally-owned Health Mart pharmacy

The spot must end with the following tagline:

- “Health Mart. Caring for you and about you.”

McKESSON

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at www.mckesson.com.