

Landing page examples

Type of information visible	Example
Drug name, benefits, and risks	<p>The screenshot shows the AndroGel 1.62% (testosterone gel) landing page. At the top, there is a navigation menu with links for HOME, ABOUT LOW TESTOSTERONE, DO YOU HAVE LOW TESTOSTERONE?, ANDROGEL 1.62% AND 1%, THE RESTORATION PROGRAM, and FIND A DOCTOR. Below the navigation menu is a banner with the text "Do You Have Low Testosterone?" and a photo of a man holding a paddle. Below the banner is a section titled "TAKE THE LOW TESTOSTERONE SYMPTOMS QUIZ" with a brief description of the quiz. Below the quiz are six questions with "Yes" and "No" radio button options:</p> <ol style="list-style-type: none"> <li>1. Do you have a decrease in libido (sex drive)? Yes No</li> <li>2. Do you have a lack of energy? Yes No</li> <li>3. Do you have a decrease in strength and/or endurance? Yes No</li> <li>4. Have you lost height? Yes No</li> <li>5. Have you noticed a decrease in your enjoyment of life? Yes No</li> <li>6. Are you sad and/or grumpy? Yes No</li> </ol> <p>On the right side of the page, there are sections for "AndroGel 1.62% Safety Facts" and "AndroGel 1% Safety Facts". The "AndroGel 1.62% Safety Facts" section includes sub-sections for IMPORTANT SAFETY FACTS, DO NOT USE if, BEFORE USING AndroGel, SIDE EFFECTS, USE, HOW TO USE AndroGel, and HELPFUL RESOURCES. The "AndroGel 1% Safety Facts" section includes a bullet point about transfer from your body to others. Below these sections is a "USE" section with detailed instructions for use.</p>

## Drug name and benefits



- ▶ Home
- ▶ Thinking About Quitting?
- ▶ About CHANTIX
- ▶ Important Safety Information
- ▶ How Your Doctor Can Help
- ▶ Getting Started with CHANTIX
- ▶ The GETQUIT® Plan
- ▶ Real People. Real Stories.
- ▶ Share Your Story
- ▶ Helping Someone Quit
- ▶ Sign Up for More Information

- ▶ For Healthcare Professionals
- ▶ CHANTIX en Español

### Ask your doctor about quitting with CHANTIX.

Your quit-smoking story can begin with a simple conversation with your doctor.

[Get your discussion guide >](#)



## Activate and Download the CHANTIX Savings Card\*

To get your CHANTIX Savings Card:

- 1) Fill in the form below to activate your card.
- 2) Download your Savings Card and also have it e-mailed to you.
- 3) Print it out and take it with you to the pharmacy along with a valid prescription.
- 4) Use your CHANTIX Savings Card for up to three purchases through June 30, 2013.

Do you purchase your prescription medication through Medicaid, Medicare, or a federal or state prescription drug program?

Yes  No

Are you over the age of 18?

Yes  No

Also, please e-mail my CHANTIX Savings Card to me. (optional)

**Privacy Statement** Pfizer understands your personal and health information is private. The information you provide will only be used by Pfizer and parties acting on its behalf to send you the materials you requested and other helpful information and updates on CHANTIX as well as related treatments, products, offers, and services.

By checking this box, I also agree that Pfizer or companies acting on its behalf may send me materials about other health conditions, use my information to develop or improve products and services, or contact me in the future about health-related topics.


**SUBMIT**

[\\*Terms and conditions apply.](#)

You'll need Adobe® Reader® to view these coupons. [Get Adobe® Reader®](#)

CHANTIX is covered by [many insurance plans](#). Call your provider to find out more.

Drug name and risks



**IMPORTANT SAFETY INFORMATION FOR NUVARING**

[CLICK HERE FOR PRODUCT INFORMATION, INCLUDING BOXED WARNING](#)

Cigarette smoking increases the risk of serious cardiovascular side effects when you use combination oral contraceptives. This risk increases even more if you are over age 35 and if you smoke 15 or more cigarettes a day. Women who use combination hormonal contraceptives, including NuvaRing, are strongly advised not to smoke.

- The use of combination oral contraceptives is associated with increased risks of several serious side effects, including blood clots, stroke, or heart attack. NuvaRing is not for women with a history of these conditions. The risk of getting blood clots may be greater with the type of progestin in NuvaRing than with some other progestins in certain low-dose birth control pills. It is unknown if the risk of blood clots is different with NuvaRing use than with the use of certain birth control pills.
- NuvaRing is not for women with certain cancers or those who may be pregnant.
- **NuvaRing does not protect against HIV infection and other sexually transmitted diseases.**
- The most common side effects reported by NuvaRing users are: vaginal infections and irritation, vaginal secretion, headache, weight gain, and nausea.

**You are encouraged to report negative side effects of prescription drugs to the FDA.**  
Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

[CONTINUE TO NUVARING.COM](http://www.nuvaring.com)

**NUVARING®**  
(etonogestrel/ethinyl estradiol vaginal ring)  
delivers 0.020 mg/0.015 mg per day

5

Note: Note: Use of brand names does not imply endorsement by FDA. Images from Competitrack, <https://markettrack.com/advertising>.