**AD #1a**

**TOPIC:** Gynecologic Issues (menorrhagia, endometriosis, immed. needs)

POST COPY/DESCRIPTION

If you have endometriosis, heavy bleeding, or other concerns, get expert care and advanced treatment from Huron’s all-female team. Don’t wait. (122 char)

POST VIDEO SCRIPT

[Logo – Super’d over all slides]

1. Endometriosis  
   Heavy bleeding  
   Immediate Needs
2. Get advanced, compassionate care
3. 5 stars  
   “I would not see anyone else for my OB/GYN needs”  
   *– Dawn W.*
4. CTA (w/ Logo): Schedule Your Appointment

HEADLINE

Advanced GYN Care Near You (22 char)

LINK DESCRIPTION

Schedule Your Visit Now (20 char)

**AD #1b**

**TOPIC:** Gynecologic Issues (menorrhagia, endometriosis, immed. needs)

POST COPY/DESCRIPTION

For heavy periods, endometriosis, or other immediate concerns, get expert, compassionate care from female physicians who understand. (116 char)

POST VIDEO SCRIPT

[Logo – Super’d over all slides]

1. If you have concerns,
2. our all-female team

offers innovative care.

1. 5 stars  
   “I truly feel everyone there has my best interests in mind.”  
   *– Jessica I.*
2. (CTA w/ Logo): Don’t wait. Make an appointment.

HEADLINE

Quality GYN Care in Huron, SD (24 char)

LINK DESCRIPTION

Call today. New Patients Welcome. (29 char)

RECO FOR PREGNANCY CONCERNS: Create a pregnancy-focused section/guide and put on Wellness Center landing page vs HRMC’s more generic site.

**AD #2a**

**TOPIC:** Pregnancy Concerns During COVID-19

POST COPY/DECRIPTION

It’s natural to have concerns during your pregnancy, especially now. Our all-female Huron OB/GYN team is here for you, whatever you need. (116 char)

POST VIDEO SCRIPT

1. You may have new worries

in our new world.

1. We get it.

We’re in this WITH you.

1. CTA (w/ Logo):

Stay safe. Stay well.

1. Learn more.

HEADLINE

How to Stay Safe During COVID (24 char)

LINK DESCRIPTION

Read Our Stay Well Pregnancy Guide (29 char)

**AD #2b**

**TOPIC:** Pregnancy Concerns During COVID-19

POST COPY/DESCRIPTION

You need information and reassurance now more than ever. We understand. Our Huron all-female OB/GYN team is here for you. (102 char)

POST VIDEO SCRIPT

1. Motherhood is quite a ride,

especially now.

1. But you’ve got this.

We’ve got this.

1. Stay well. Stay safe.
2. CTA (w/ Logo): Learn more.

HEADLINE

How to Keep You and Baby Safe (23 char)

LINK DESCRIPTION

Read Our Stay Well Pregnancy Guide (29 char)

**AD #2c**

**TOPIC:** Pregnancy Concerns During COVID-19

POST COPY

“I’ve felt more comfortable with my OB/GYN here than any other before.” - HEIDI D.

Our all-female OB/GYN staff is here to support you right now. (125 char)

SINGLE IMAGE + TEXT

All-female OB/GYN.

Women helping women.

Here to keep you safe.

[Logo]

HEADLINE

How to Keep You and Baby Safe (23 char)

LINK DESCRIPTION

Read Our Covid-19 OB Guidelines (27 char)