



Rx EDGE Named Finalist in DTC Ad Awards

East Dundee, IL, March 15, 2017 – Rx EDGE Pharmacy Networks is pleased to announce that the company, together with client Merck and creative agency Mock5, is a finalist in the 2017 DTC National Advertising Awards for the PNEUMOVAX 23 Solutions at the Shelf™ program in the Best Disease Education Print Campaign category. The 2017 Ad Awards showcase exemplary work spanning multiple media and strategic categories.

“We’re very excited to be recognized in this year’s DTC Ad Awards,” said Kathleen Bonetti, executive vice president of marketing. “The PNEUMOVAX 23 program demonstrates the power of the pharmacy as a communication channel for vaccination education. We are doing more and more work in this particular therapeutic area, helping vaccine brands raise awareness about risk factors and the benefits of immunization.”

The DTC National Advertising Awards are part of the annual DTC National Conference to be held April 5-7, 2017 in Boston. Gold, Silver, and Bronze awards will be presented in each of 17 categories at a special ceremony that will take place April 6 during the conference. Entries were judged by DTC Perspectives’ editorial and executive teams.

[View the 2017 Ad Award Finalists](#)



For more information about the DTC National Conference, visit <http://dtcperspectives.com/dtcn/>

About Rx EDGE

Rx EDGE Pharmacy Networks delivers pharmaceutical consumer marketing programs through retail pharmacies that include nearly 30,000 chain drug stores, mass merchants, supermarkets and independents. More than 155 brands from 85 pharmaceutical manufacturers encompassing multiple therapeutic categories have deployed Rx EDGE programs since 2000. Rx EDGE Pharmacy Networks is a business unit of LeveragePoint Media, East Dundee, Ill. For more information, please visit www.rxedge.com.

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