

# TCAR AD GUIDE 2022

A guide for ad options and sizes.

# OPTION 1



Option 1



# STOP STROKES BEFORE THEY HAPPEN.



## 1/3 <<<

of all strokes originate  
in the carotid arteries<sup>1</sup>.

If you have a patient with a personal or family history  
of these risk factors, send them for a vascular consult:<sup>2</sup>

 HIGH BLOOD PRESSURE <input type="checkbox"/>	 HIGH CHOLESTEROL <input type="checkbox"/>	 OBESITY <input type="checkbox"/>	 DIABETES <input type="checkbox"/>
 OLDER AGE <input type="checkbox"/>	 HISTORY OF SMOKING <input type="checkbox"/>	 LACK OF PHYSICAL ACTIVITY <input type="checkbox"/>	 CLOGGED ARTERIES <input type="checkbox"/>

### Now Offering TCAR

The less invasive standard in stroke prevention.

ADD LOGO HERE

<sup>1</sup> <https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease>  
<sup>2</sup> National Heart, Lung, and Blood Institute, National Institute of Health, U.S. Department of Health and Human Services.

Option 1A

Single Page Ad – Risk Factors

Option 1

8.5" x 11"



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1 <https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease>

2 National Heart, Lung, and Blood Institute, National Institute of Health, U.S. Department of Health and Human Services

Option 1B

Option 1



# STOP STROKES BEFORE THEY HAPPEN.



**1/3** <<<

of all strokes originate  
in the carotid arteries<sup>1</sup>.

WHEN COMPARED TO OPEN SURGERY (CEA), **TCAR HAS SHOWN TO PROVIDE<sup>2</sup>:**



**CLINICALLY  
PROVEN**  
STROKE  
PREVENTION



**LESS RISK**  
OF HEART  
ATTACK



**LESS RISK**  
OF NERVE  
INJURY



**SHORTER**  
PROCEDURE  
TIME



**A SMALLER**  
SCAR

## Now Offering TCAR

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<sup>1</sup><https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease>  
<sup>2</sup> Stroke. 2020;53(26):29-3429

ADD LOGO HERE

Option 1A

5

## Option 1



## STOP STROKES BEFORE THEY HAPPEN.



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WHEN COMPARED TO OPEN SURGERY (CEA), **TCAR HAS SHOWN TO PROVIDE<sup>2</sup>:**

 <b>CLINICALLY PROVEN STROKE PREVENTION</b>	 <b>LESS RISK OF HEART ATTACK</b>	 <b>LESS RISK OF NERVE INJURY</b>	 <b>SHORTER PROCEDURE TIME</b>	 <b>A SMALLER SCAR</b>
--	--	--	--	---

## We Offer TCAR

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<sup>1</sup><https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease>  
<sup>2</sup>Stroke. 2020;53:2620-2629

ADD LOGO HERE

## Option 1B



**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**Now Offering TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

Option 1A

Half Page Ad

Option 1

7" x 4.75"



**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**We Offer TCAR**

The less invasive standard in stroke prevention.

ADD LOGO HERE

Option 1B



**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**Now Offering TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE



# STOP STROKES BEFORE THEY HAPPEN.

## We Offer TCAR

The less invasive standard in stroke prevention.

ADD LOGO HERE


# Leaderboard Banner

728 x 90 px

## Option 1

---

**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**Now Offering TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

## Option 1A

**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**We Offer TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

## Option 1B

**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**Now Offering TCAR**

The less invasive standard in stroke prevention.

ADD LOGO HERE

**STOP STROKES**  
BEFORE THEY  
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**We Offer TCAR**

The less invasive standard in stroke prevention.

ADD LOGO HERE

### Option 1

---

**STOP  
STROKES**  
BEFORE  
THEY  
HAPPEN.



**Now Offering TCAR**  
The less invasive standard  
in stroke prevention.

ADD LOGO HERE

Option 1A

**STOP  
STROKES**  
BEFORE  
THEY  
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**We Offer TCAR**  
The less invasive standard  
in stroke prevention.

ADD LOGO HERE

Option 1B

## Banner 3

320 x 50 px

### Option 1

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### Option 1A



### Option 1B



**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**Now Offering TCAR**

The less invasive standard in stroke prevention.

ADD LOGO HERE



**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**We Offer TCAR**

The less invasive standard in stroke prevention.

ADD LOGO HERE

Option 1

# STOP STROKES BEFORE THEY HAPPEN.



**Now Offering TCAR**

The less invasive standard in stroke prevention.

ADD LOGO HERE

Option 1A

# STOP STROKES BEFORE THEY HAPPEN.



**We Offer TCAR**

The less invasive standard in stroke prevention.

ADD LOGO HERE

Option 1B

**STOP STROKES** BEFORE THEY HAPPEN.



**Now Offering TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

Option 1A

**STOP STROKES** BEFORE THEY HAPPEN.



**We Offer TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

Option 1B

**STOP  
STROKES**  
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**Now Offering  
TCAR**  
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ADD LOGO HERE

Option 1A

**STOP  
STROKES**  
BEFORE  
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**We Offer  
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ADD LOGO HERE

Option 1B

# OPTION 2



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Option 2A

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Option 2B

Option 2

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ATTACK**



**LESS RISK  
OF NERVE  
INJURY**



**SHORTER  
PROCEDURE  
TIME**



**A SMALLER  
SCAR**

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<sup>1</sup> <https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease>  
<sup>2</sup> Stroke. 2020;51:2620-2629

Option 2A

24

Option 2

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ADD LOGO HERE

Option 2B

# STOP STROKES BEFORE THEY HAPPEN

**Now Offering TCAR**  
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ADD LOGO HERE

Option 2A

# STOP STROKES BEFORE THEY HAPPEN

**We Offer TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE



# STOP STROKES BEFORE THEY HAPPEN.

**Now Offering TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

# STOP STROKES BEFORE THEY HAPPEN.



**We Offer TCAR**  
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ADD LOGO HERE

# Leaderboard Banner

728 x 90 px

## Option 2

---



Option 2A



Option 2B

**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**Now Offering TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

**STOP STROKES**  
BEFORE THEY  
HAPPEN.



**We Offer TCAR**  
The less invasive standard in stroke prevention.

ADD LOGO HERE

### Option 2

**STOP  
STROKES**  
BEFORE  
THEY  
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**Now Offering  
TCAR**  
The less invasive standard  
in stroke prevention.

ADD LOGO HERE

Option 2A

**STOP  
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BEFORE  
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HAPPEN.



**We Offer  
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ADD LOGO HERE

Option 2B

## Banner 3

320 x 50 px

### Option 2

---



### Option 2A



### Option 2B

Option 2

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**Now Offering TCAR**  
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ADD LOGO HERE



Option 2A

Option 2

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ADD LOGO HERE



Option 2B

## Option 2

**STOP STROKES**  
BEFORE THEY  
HAPPEN.

**Now Offering TCAR**  
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ADD LOGO HERE



## Option 2A

**STOP STROKES**  
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**We Offer TCAR**  
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ADD LOGO HERE



## Option 2B

Option 2

# STOP STROKES BEFORE THEY HAPPEN.

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Option 2A

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Option 2B

**STOP  
STROKES**  
BEFORE  
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Option 2A

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ADD LOGO HERE

Option 2B



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Silk Road Medical