AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES

DRAFT AS OF JULY 27, 2007

ABOUT THIS DOCUMENT

Wireframes are page-level diagrams that describe in a graphical form, devoid of any branding elements, the layout and information hierarchy of content and functionality elements.

This document is part of the complete description of the revised Ambien CR website, from which a build can be executed by InTouch. The other components of this document include:

Copy Deck: A Word document that lists out all the actual text which will appear in the site. Any large areas of copy in these wireframes are represented in 'greeked' text as placeholders.

Functional Specs: A Word document that contains the business rules governing the functionality of all non-trivial tools and functions within the site, such as login/registration, find a doctor, etc., as well as overall technical specifications for build.

ADDITIONAL PARKING LOT ISSUES:

The following items had been in a parking lot of to be decided issues, which this document proposes the following solutions thereto:

1) Registration/Login - Users will be required to login when accessing the sleep diary or the Free Trial Offer certificate. Once users are logged in, they will remain logged in until their browser window is closed.

2) Branded Emails - these emails will be created and sent out by InTouch rather than by Sanofi tech and need to appear in HTML and text form, depending on users' platform standards.

3) All Sleep Tips that appear under Trouble Sleeping will be combined with the bed-der rules found under Sleep Resources, into one sub-nav category called 'Sleep Tips' living under the Sleep Resources section.

4) The separate sub-nav sections for the Patient Education Brochure and 'The Ambien Legacy' will be deleted and that content rolled into the main intro page of About Ambien CR.

How to get here:
User types www.ambiencr.com directly, or is referred to page via search result or paid ad.

Concept/Purpose/Objective:
To provide Introduction to Ambien CR brand, establish persona-based navigation and highlight persitent global navigation and callout functionality.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar, callout photos (FTO, CR Extras, CR Difference, Find a Doctor) and fair balance/footer.

Persona Navigation:
FLASH-based. Upon page load animation commences illustrating individual persona interactions with brand. See Personas/Scenarios document for more detailed descriptions and potential messaging. Upon completion, indications appear that individual personas are roll-overable for more information. Upon user rollover, additional callout area appears with further brand story messaging, along with clickable button that takes user into interior based on which Persona is clicked (see flowcharts).

Global Callouts:
Photo areas for FTO, CR Extras, CR Difference have flash functionality that provide additional text upon rollover. Entire area is clickable and sends user to an interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Persistent Toolbar. Includes search function. A-A button is a toggle that switches text between large and small text versions.

2 Persistent Global Navigation. Home Icon returns user to Home Page. Buttons have 3 states: (1) unselected, (2) rollover and (3) selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

3 DHTML display of sub-navigation upon rollover. Must be implemented as text, not graphics, to facilitate search optimization.

4 Persistent callout area with photo treatment. Clicking sends to interior page. See different treatment on interior pages. Upon rollover, displays additional descriptive text, which must be implemented as text not graphics.

5 FLASH: Upon page load, button first appears to indicate that persona graphic is roll-overable. After first rollover, call out area like Note 7 appears and all Note 5 rollover buttons disappear.

6 Photo treatment of individual persona character. See Ambien CR Personas/Scenarios document for detailed descriptions

7 FLASH: Callout area with further descriptive story about Persona. Contains button that leads to interior main sub-nav page, based on persona chosen.

8 Persistent Callout area for find a doctor functionality. See different treatment on interior pages.

9 Persistent Fair Balance text and persistent footer. Intended to fall below fold on home page. Fair balance on subsequent templates is shown in greeked text.

AMBIENCR (ZOLPIDEM TARTRATE) CR
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

Sanofi-Aventis logo
for US Residents only

1 Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

2 [home icon]   ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

What Is Insomnia
3 Sleep Test
Expert Articles
Video Library

4 Free 7-Day Trial Offer | Full Callout Story Here on rollover
Click Here

5 CR Loyal Persona   Intro Text

CR Convert   >Roll Over   Intro Text

CR Steal Persona   >Roll Over   Intro Text

OTC Persona   >Roll Over   Intro Text

Non-Treater Persona   >Roll Over   Intro Text

>Roll Over

CR Extras
<Tagline>
Learn More

What Makes CR Different?
Find Out Here!

6

7 Full Persona Profile Story Here

No sea takimata sanctus et Lorem ipsum dolor sit amet. Lorem ips um dolor sit amet, consetetur sadi psci ngi elitr, sed magna aliquyam erat, sed diam.

>Learn How CR Can Help

8 Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

— (Page Fold) —

AMBIEN CR is indicated for the treatment of insomnia.

Important Safety Information

AMBIEN CR is a treatment option you and your healthcare provider can consider along with lifestyle changes and can be taken for as long as your provider recommends. Until you know how AMBIEN CR will affect you, you shouldn't drive or operate machinery. Be sure you're able to devote 7 to 8 hours to sleep before being active again. Sleepwalking, and eating or driving while not fully awake, with amnesia for the event, have been reported. If you experience any of these behaviors contact your provider immediately. In rare cases, sleep medicines may cause allergic reactions such as swelling of your tongue or throat, shortness of breath or more severe results. If you have an allergic reaction while using AMBIEN CR, contact your doctor immediately. Side effects may include next-day drowsiness, dizziness, and headache. It's non-narcotic; however, like most sleep medicines, it has some risk of dependency. Don't take it with alcohol.

Please see additional information and full prescribing information

Because health matters logo

9

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How to get here:
User types www.ambiencr.com directly, or is referred to page via search result or paid ad.

Concept/Purpose/Objective:
To provide Introduction to Ambien CR brand, establish persona-based navigation and highlight persistent global navigation and callout functionality. This is the static HTML version of the home page which automatically loads when a browser-check determines that the user is not flash enabled.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar, callout photos (FTO, CR Extras, CR Difference, Find a Doctor) and fair balance/footer.
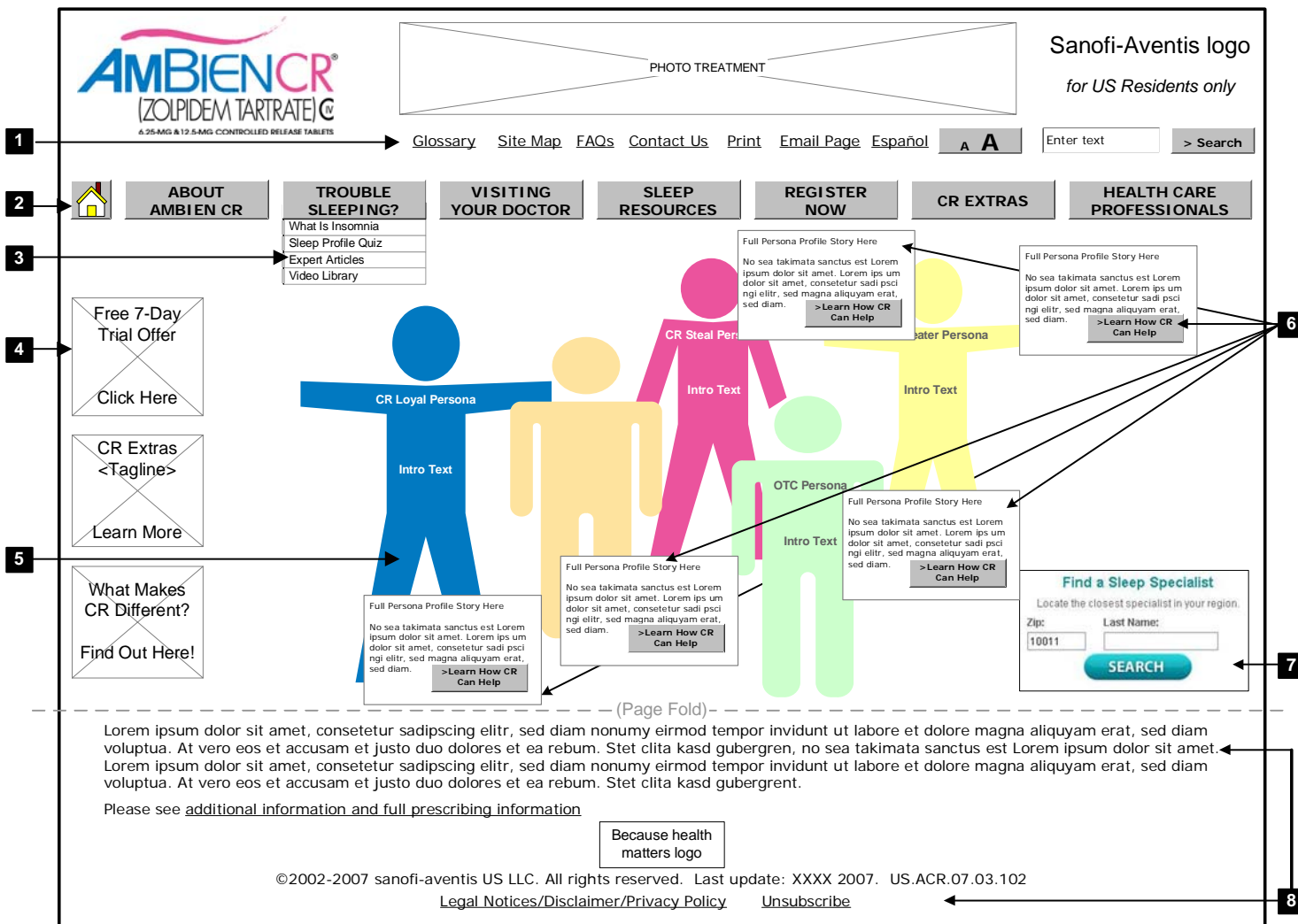
Persona Navigation:
See Personas/Scenarios document for more detailed descriptions and potential messaging. Additional callout area appears in flash version end state frame (implemented as HTML), with further brand story messaging, along with clickable button that takes user into interior based on which Persona is clicked (see flowcharts).

Global Callouts:
Photo areas for FTO, CR Extras, CR Difference. Entire area is clickable and sends user to an interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Persistent Toolbar. Includes search function. A-A button is a toggle that switches text between large and small text versions.

2 Persistent Global Navigation. Home Icon returns user to Home Page. Buttons have 3 states: (1) unselected, (2) rollover and (3) selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

3 DHTML display of sub-navigation upon rollover. Must be implemented as text, not graphics, to facilitate search optimization. **DISPLAYS ON HOME PAGE ONLY, NOT INTERIOR.**

4 Persistent callout area with photo treatment. Clicking sends to interior page. See different treatment on interior pages.

5 Photo treatment of individual persona character. See Ambien CR Personas/Scenarios document for detailed descriptions

6 As HTML: Callout area with further descriptive story about Persona. Same text as for flash version just in end frame state. Contains button that leads to interior main sub-nav page, based on persona chosen.

7 Persistent Callout area for find a doctor functionality. See different treatment on interior pages.

8 Persistent Fair Balance text and persistent footer. Intended to fall below fold on home page.

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(ZOLPIDEM TARTRATE) CC
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

Sanofi-Aventis logo

for US Residents only

Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

What Is Insomnia
Sleep Profile Quiz
Expert Articles
Video Library

Free 7-Day Trial Offer

Click Here

CR Extras
<Tagline>

Learn More

What Makes CR Different?

Find Out Here!

CR Loyal Persona

Intro Text

CR Steal Persona

Intro Text

Greater Persona

Intro Text

OTC Persona

Intro Text

Full Persona Profile Story Here
No sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ips um dolor sit amet, consetetur sadi psci ngi elitr, sed magna aliquyam erat, sed diam.
>Learn How CR Can Help

Full Persona Profile Story Here
No sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ips um dolor sit amet, consetetur sadi psci ngi elitr, sed magna aliquyam erat, sed diam.
>Learn How CR Can Help

Full Persona Profile Story Here
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>Learn How CR Can Help

Full Persona Profile Story Here
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>Learn How CR Can Help

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

— (Page Fold) —

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergrent.

Please see additional information and full prescribing information

Because health matters logo

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Legal Notices/Disclaimer/Privacy Policy   Unsubscribe

How to get here:
User selects 'Site Map' from constant toolbar.

Concept/Purpose/Objective:
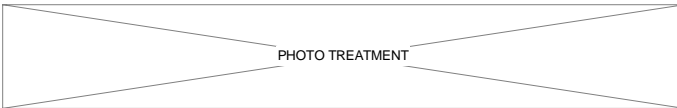To provide map of entire site in textual fashion to allow user to see all pages

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Persistent Toolbar. When User lands on this page, text for sitemap link changes to 3rd color (some other color than for unvisited or visited link state — I would use Red)

2 Text Area. Links to each page sends user to apprpopriate page. **SHOULD BE IMPLEMENTED IN 2 NEWSPAPER COLUMNS TO FIT ALL TEXT ABOVE THE FOLD**

AMBIENCR®
(ZOLPIDEM TARTRATE) CIV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

Sanofi-Aventis logo

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1 Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

🏠   ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

Site Map

2

Home

About Ambien CR

   SubNav 1
   SubNav 2
   SubNav 3

Trouble Sleeping

   SubNav 1
   SubNav 2
   SubNav 3

Visiting Your Doctor

   SubNav 1
   SubNav 2
   SubNav 3

Sleep Resources

   SubNav 1
   SubNav 2
   SubNav 3

Register Now

   SubNav 1
   SubNav 2
   SubNav 3

CR Extras

   SubNav 1
   SubNav 2
   SubNav 3

Healthcare Professionals

Glossary

FAQs

Important Information

Full Prescribing Information

7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3rd column area)

— — (Page Fold) — —

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergrent.

Please see additional information and full prescribing information

Because health matters logo

How to get here:
User selects enters text in search field and clicks on search button.

Concept/Purpose/Objective:
To provide search results based on text entered in search field.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.
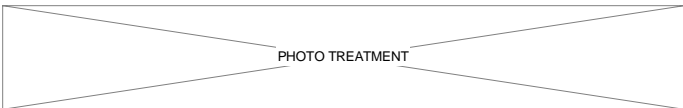
Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Search result numbering section. Default results show in batches of 10. Here, second set of 10 results are shown. Back and Next buttons take user to previous and next sets of 10 results, respectively. When set of first 10 results is displayed, there is no back button displayed.

2 Individual Results. Can be implemented across two columns. SHOULD ALL BE DISPLAYED ABOVE THE FOLD. Title of search result is a link that takes user to respective page. Descriptive text of search result taken from alt-text of page or first few lines of text on that page.

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A** | Enter text | > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Search Results

1 → 11-20 of 32 Found   < Back   Next >   View All Results

2 →
Search Result Title #1
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #2
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #3
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #4
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #5
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #6
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #7
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #8
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #9
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

Search Result Title #10
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ...

7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: | 10011 | Last Name: | |
SEARCH

(reserved 3rd column area)

— — (Page Fold) — —

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergrent.

Please see additional information and full prescribing information

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AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES

PUBLICIS DIALOG

How to get here:
User selects glossary from toolbar. Launches page as pop-up.

Concept/Purpose/Objective:
To provide definitions of technical terms for user

Technical Specifications:
Designed in fixed size (around 1/3 of a full size page). User should not be able to control size of box. Implemented with scrollbar.

Global Navigation:
None.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Glossary text. Taken from Shuteye.com but without the internal links contained therein to internal pages of Shuteye.

2 Pop-up implemented in fixed dimensions with scroll bar.

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Glossary

1

Antihistamine — A type of chemical present in many cold and allergy medicines, and some nonprescription sleep medicines. When taken at night as sleep aids, antihistamine-containing medicines may result in daytime drowsiness.

Barbiturates — Sedating medications that were used as sleep aids years ago but are rarely prescribed for insomnia today, due to their overall safety risks.

2

Benzodiazepines — A class of medications often prescribed for sleep problems. This class includes both long-acting medicines (which can linger in the body and potentially cause daytime drowsiness) and short-acting medicines (which do not stay in the bloodstream as long). Many benzodiazepines were originally formulated to treat anxiety.

Lorem ipsum dolor sit amet — consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet — Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet — Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

How to get here:
User selects 'email page' from toolbar. Launches page as pop-up.

Concept/Purpose/Objective:
To provide user ability to send branded email to third party about page clicked upon.

Technical Specifications:
Designed in fixed size (around 1/3 of a full size page). User should not be able to control size of box. Error checking around Your Email and Friend's Email to prove valid email address of xxx @xxx.com/org etc.

Global Navigation:
None.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Form fields for user entry. Email fields are checked by system for valid format xxx@xxx.xxx.

2 Message form field entry box begins with default text. Clicking inside form clears default text and lets user enter their own text.

3 Clicking checkbox for 'send me a copy' send duplicate email to Your Email address

4 After user clicks send, pop-up repopulates with this information in 2nd box. 2nd box has same dimensions as original pop-up.

5 Clicking on 'close window' kills spawned pop-up.

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Email Friend

Send a friend an email message with a link to the page you just clicked on by providing the information below.

Note: All fields are required.

1

Your Email: [   ]

Your Name: [   ]

Friend's Email: [   ]

Friend's Name: [   ]

2

Message:
Here is a page from ambiencr.com which might interest you.

3 ☑ Send me a copy

4 [Send]

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Email Friend

Your email was successfully sent to <Name of Friend Field Contents>

5 Close Window

AMBIENCR®

How to get here:
User selects (1) 'About Ambien CR' from main nav or (2) "About Main" from sub nav when already within About Ambien CR section, or (3) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text to welcome users to Ambien CR site.   Very limited copy exists in current site.   Copy needs to be substantially increased. Repurpose copy from new Patient Education Brochure (see separate document) as well as from old The Ambien Legacy page.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected.   Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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PHOTO TREATMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

🏠 | **ABOUT AMBIEN CR** | **TROUBLE SLEEPING?** | **VISITING YOUR DOCTOR** | **SLEEP RESOURCES** | **REGISTER NOW** | **CR EXTRAS** | **HEALTH CARE PROFESSIONALS**

1 →   Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference

About Ambien CR

2 → Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

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3

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Please see additional information and full prescribing information

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4

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PUBLICIS DIALOG

How to get here:
User selects (1) "How it Works" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide text describing how Ambien CR works. Current copy is very scientific sounding and needs to be repurposed in tone.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

AMBIENCR® (ZOLPIDEM TARTRATE) C IV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

| Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference |

How It Works

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

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AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES

PUBLICIS DIALOG

How to get here:
User selects (1) "Benefits" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide text describing benefits of Ambien CR. Very limited copy exists in current site. Copy needs to be substantially increased.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

| Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference |

Benefits

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7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

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Please see additional information and full prescribing information

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PUBLICIS DIALOG

How to get here:
User selects (1) "Ambien CR vs. Other Solutions" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide competitive information highlighting superiority of Ambien CR over both Rx and OTC brands.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Persistent Toolbar. Includes search function. A-A button is a toggle that switches text between large and small text versions.

2 Persistent Global Navigation. Home Icon returns user to Home Page. Buttons have 3 states: (1) unselected, (2) rollover and (3) selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

3 Dedicated Subnavigation area. Implemented textually not as graphics. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

4 Treat area below navigation in 3-column layout with textual content allowed in columns 1 and 2. Here, text area spread across 2 column area. See copy deck for complete text.

5 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

6 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

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1 Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

2 [home icon]   ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

3 Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference

Ambien CR vs. Other Solutions

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Ambien CR vs. Other Prescription Brands

	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Ambien CR	✔	✔	✔	✔
Lunesta	✘	✘	✘	✔
Rozerem	✘	✔	✘	✘
Desyrel	✔	✘	✘	✘
Restoril	✘	✘	✔	✘
Sonata	✘	✔	✘	✘

Ambien CR vs. Other Over-the-Counter solutions

	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Ambien CR	✔	✔	✔	✔
Tylenol PM	✘	✔	✘	✘
Advil PM	✘	✘	✘	✔
Nytol	✘	✘	✔	✘
Sominex	✔	✘	✘	✘

4

7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

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Please see additional information and full prescribing information

Because health matters logo

6

How to get here:
User selects (1) "Side Effects" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide text describing side effects of Ambien CR.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.
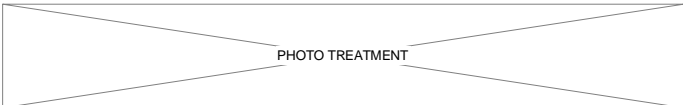
Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   **> Search**

🏠 | **ABOUT AMBIEN CR** | **TROUBLE SLEEPING?** | **VISITING YOUR DOCTOR** | **SLEEP RESOURCES** | **REGISTER NOW** | **CR EXTRAS** | **HEALTH CARE PROFESSIONALS**

1 → Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference

Side Effects

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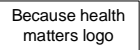7-Day FTO
Click Here

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Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

3

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Please see additional information and full prescribing information

Because health
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4

How to get here:
User selects (1) "Safe Use" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide text describing the safe use of Ambien CR.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 | Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference |

Safe Use of Ambien CR and other Sleep Aid Medications

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7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: [10011]   Last Name: [   ]
SEARCH

3

(reserved 3rd column area)

— (Page Fold) —

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Please see additional information and full prescribing information

Because health matters logo

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4

AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES

PUBLICIS DIALOG

How to get here:
User selects (1) "FAQs" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide text describing frequently asked questions for Ambien CR. Should be implemented exactly as written in current site implementation.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details. Should be implemented exactly as in current site.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

AMBIENCR®
(ZOLPIDEM TARTRATE) CIV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

| Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference |

Frequently Asked Questions

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7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

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Please see underlined additional information and full prescribing information

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PUBLICIS DIALOG

How to get here:
User selects (1) "News Releases" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide location for sanofi-aventis press releases regarding Ambien CR.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Links to individual press releases. Selecting link takes user to individual release page (see next template). Releases should be posted in reverse time order, with newest at top.

4 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

5 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

| Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference |

News Releases

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Date Month XX, Year   Title of Press Release 1

Date Month XX, Year   Title of Press Release 2

Date Month XX, Year   Title of Press Release 3

7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

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— (Page Fold) —

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Please see additional information and full prescribing information

Because health matters logo

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PUBLICIS DIALOG

How to get here:
User selects link of individual release from 1.1.7 list of press releases.
Selecting back button takes user back to 1.1.7 list of press releases page.

Concept/Purpose/Objective:
To provide sanofi press release text.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text of press release. Changes as provided by sanofi.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

| Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference |

1

Press Release   < Back

2

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7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011

SEARCH

3

(reserved 3rd column area)

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How to get here:
User selects (1) "TV Ad" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections. Launches page as pop-up.

Concept/Purpose/Objective:
To provide functionality to view latest Ambien CR TV Ad

Technical Specifications:
Designed exactly as implemented in current site. However if browser check determines user is not Flash enabled, a pop-up appears with an HMTL version of the final frame displayed as shown in callout 2.

Global Navigation:
None.

Global Callouts (3ʳᵈ Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Version displayed if user is flash enabled. Designed exactly as exists in current site.

2 If user is not flash enabled, selecting TV Ad launches a pop-up with an HTML image of the final frame of the video with no navigation associated with it.

1 ⟶

2 ⟶

AMBIENCR

PUBLICIS DIALOG
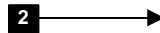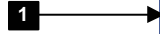
How to get here:
User selects (1) "The Ambien CR Difference" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'About Ambien CR' on home page or from other interior sections.

Concept/Purpose/Objective:
To provide flash animation about comparing Ambien CR to other Rx medications. **Current flash animation needs to be recreated**

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Functions exactly as implemented in current site, but with new flash animation to be provided by Creative. Note that browser checks if user is flash enabled. If not, then automatically displays an HMTL graphic of the final frame of the animation.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Flash animation. To be newly created by Creative.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.


PHOTO TREATMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   **> Search**

| ABOUT AMBIEN CR | SLEEP RESOURCES | Trouble Sleeping? | VISITING YOUR DOCTOR | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

| Main | How It Works | Benefits | Ambien CR vs Other Solutions | Side Effects | Safe Use | FAQs | News Releases | TV Ad | The Ambien CR Difference |

The Ambien CR Difference

7-Day FTO
Click Here

CR Extras
Learn More

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3rd column area)

— (Page Fold) —

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Please see additional information and full prescribing information

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PUBLICIS DIALOG

How to get here:
User selects (1) 'Trouble Sleeping?' from main nav or (2) "Main" from sub nav when already within Trouble Sleeping section, or (3) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text about whether users have a sleeping problem. Very limited copy exists in current site. Copy needs to be substantially increased.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| | ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 | Main | What Is Insomnia? | Sleep Test | Expert Articles | Video Library

Trouble Sleeping?

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

3

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Please see additional information and full prescribing information

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4

How to get here:
User selects (1) 'What Is Insomnia' from sub nav when already within Trouble Sleeping? section, or (2) from DHTML sub nav bar of 'Trouble Sleeping' on home page or from other interior sections

Concept/Purpose/Objective:
To provide text describing causes and symptoms of insomnia. Combination of existing text and text from insomniatreatment.com. See copy deck for details.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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🏠 | ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

1 → Main | What Is Insomnia? | Sleep Test | Expert Articles | Video Library

What Is Insomnia?

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: [10011]   Last Name: [   ]
SEARCH

3

(reserved 3rd column area)

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PUBLICIS DIALOG

How to get here:
User selects (1) 'Sleep Test' from sub nav when already within Trouble Sleeping? section, or (2) from DHTML sub nav bar of 'Trouble Sleeping' on home page or from other interior sections

Concept/Purpose/Objective:
To provide interactive text to assess whether user has a sleep problem. Use new test repurposed from Insomniatreatment.com. See copy deck for details.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Sleep test taken from insomniatreatment.com. See copy deck for details. Currrently, test has 10 questions — can be implemented all on one page. After user clicks 'get my results, page repopulates with score, descriptive text and buttons 'take again' 'print results', which when selected, send text of all questions and answers, with user's selected answers shown, as well as the score and descriptive score text.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 | Main | What Is Insomnia? | Sleep Test | Expert Articles | Video Library |

Sleep Assessor Test

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Question 1 Text
○ Answer Choice 1
○ Answer Choice 2
○ Answer Choice 3

Question 3 Text
○ Answer Choice 1
○ Answer Choice 2
○ Answer Choice 3

Question 2 Text
○ Answer Choice 1
○ Answer Choice 2
○ Answer Choice 3

Question 4 Text
○ Answer Choice 1
○ Answer Choice 2
○ Answer Choice 3

| Get My Results | Take Again | Print |

3
7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

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How to get here:
User selects (1) "Expert Articles" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'Trouble Sleeping' on home page or from other interior sections..

Concept/Purpose/Objective:
To provide location for articles from third-party experts on sleep information. Needs intro copy to be written.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3ʳᵈ Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Links to individual individual articles. Selecting link takes user to individual article page (see next template). Articles should be posted in reverse time order, with newest at top.

4 Reserved 3ʳᵈ column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

5 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 Main | What Is Insomnia? | Sleep Test | Expert Articles | Video Library

Expert Articles

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3 **Date Month XX, Year**   Title of Article 1
Date Month XX, Year   Title of Article 2
Date Month XX, Year   Title of Article 3

7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011 Last Name:
SEARCH

4

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5

AMBIENCR

How to get here:
User selects link of individual article from 1.2.4 list of expert articles. Selecting back button takes user back to 1.2.4 list of expert articles page.

Concept/Purpose/Objective:
To provide expert article text.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text of individual article.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| 🏠 | ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 | Main | What Is Insomnia? | Sleep Test | Expert Articles | Video Library |

Article Title   < Back

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7-Day FTO
Click Here

CR Extras
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Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

3

(reserved 3rd column area)

— — (Page Fold) — —

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4

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PUBLICIS DIALOG

How to get here:
User selects (1) "Video Library" from sub nav when already within About Ambien CR section, or (2) from DHTML sub nav bar of 'Trouble Sleeping' on home page or from other interior sections..

Concept/Purpose/Objective:
To provide location for videos from third-party experts on sleep information. Needs intro copy to be written.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Links to individual individual articles. Selecting link takes user to individual article page (see next template). Articles should be posted in reverse time order, with newest at top.

4 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

5 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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Main | What Is Insomnia? | Sleep Test | Expert Articles | Video Library

Video Library

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Title of Video 1 - Brief Description

Title of Video 2 - Brief Description

Title of Video 3 - Brief Description

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CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

(reserved 3rd column area)

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AMBIEN CR

How to get here:
User selects link of individual video from 1.2.5 list of video library. Selecting back button takes user back to 1.2.5 list of videos page.

Concept/Purpose/Objective:
To provide location to play video from library.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site. Videos are taken from insomniatreatment.com and should follow their original implementation.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Video playback embedded in page. Implemented in same fashion as developed in insomniatreatment.com. Controller should only have controls for play/pause toggle, stop and a slider to indicate progress/user skipping through video; all other controls from original implementation can be eliminated. Implement as .wmv file.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

Main | What Is Insomnia? | Sleep Test | Expert Articles | Video Library

1

Video Title   < Back

2

▶ ■ →

7-Day FTO Click Here

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Discover the CR Difference

3

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3rd column area)

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Please see additional information and full prescribing information

Because health matters logo

4

How to get here:
User selects (1) 'Visiting Your Doctor' from main nav or (2) "Main" from sub nav when already within Visiting Your Doctor section, or (3) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text about how users can approach their healthcare provider. Text is a combination of existing text and text from insomniatreatment.com.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

1 Main | Ask Your Doctor | Sleep Diary | Find A Doctor

Visiting Your Doctor

2 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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7-Day FTO Click Here

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Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3rd column area)

3

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How to get here:
User selects (1) 'Ask Your Doctor' from sub nav when already within Visiting Your Doctor section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide info about questions you should ask your doctor. Implemented exactly as in current site. Selecting print generates branded printout with user's answers.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3ʳᵈ Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details. Checkboxes start in unselected state. Selecting print prints out branded document showing all questions and showing checkboxes which user ticked. Can be implemented in two columns. Should be implemented entirely above the fold.

3 Reserved 3ʳᵈ column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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Glossary   Site Map   FAQs   Contact Us   *Print*   Email Page   Español   A **A**   Enter text   > Search

1 | Main | Ask Your Doctor | Sleep Diary | Find A Doctor |

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Ask Your Doctor

2 Asking your doctor the right questions can go a long way toward resolving your insomnia. So make the most of your visit by getting all your sleep-related questions answered. Below are some examples of questions to ask in five sleep-related categories. Simply check off the questions you have for your doctor, and then click "print" below. Checking the boxes below that only pertain to you will enable you to customize the printout. Then you can use the printout as a reference for discussing your symptoms during your doctor's visit.

Sleep Loss
☐ What can I do about stress-related sleep loss?
☐ Are there certain lifestyle factors that can cause sleep loss?
☐ Can napping during the day cause sleep loss at night?
☐ What medical conditions could be causing my sleep loss?
☐ Could any of the medications I'm taking be causing my sleep loss?

Sleep Problems
☐ How do I know if I'm not getting enough sleep?
☐ What defines having difficulty falling asleep?
☐ What could be causing me to wake up frequently during the night and have trouble returning to sleep?
☐ How can I tell the difference between a few nights of un-refreshing sleep and a more serious sleep problem?

Sleep Tips
☐ How can I change my sleep environment to help?
☐ What lifestyle changes can I make to improve my sleep?
☐ Are there relaxation techniques that can help?
☐ How could a sleep medication help?

Over-the-Counter Sleep Aid Medications (available without a prescription)
☐ How do these products work?
☐ Are these any safer than prescription sleep medications?
☐ Will I feel groggy when I wake afterwards?
☐ What are the side effects?

Prescription Sleep Aid Medications
☐ What are the advantages of taking a prescription sleep medication instead of an over-the-counter (non-prescription) medication?
☐ How safe is treatment with sleep medications?
☐ What are the side effects?

[Print]

3
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Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3ʳᵈ column area)

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How to get here:
User selects (1) 'Sleep Diaryr' from sub nav when already within Visiting Your Doctor section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To introduction, registration and login functions for sleep diary. Implemented exactly as in current site with some text rearranged. See flowcharts for destinations of links and buttons on this page.

Technical Specifications:
IF FIRST TIME REGISTRATION, SYSTEM SENDS BRANDED EMAIL TO USER INDICATING SUCCESSFUL REGISTRATION, AS WELL AS SEND DAILY REMINDER EMAILS IF USER HAS NOT RELOGGED INTO DIARY ON DAILY BASIS TO FILL IN.

ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details. See flowcharts for destinations of buttons and links on this page. System performs checks on entry fields to test valid email addresses and to test for duplicates. Can be implemented in two columns. Should be implemented entirely above the fold if possible. Passwords must be minimum 6 characters.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 | Main | Ask Your Doctor | Sleep Diary | Find A Doctor |

Personal Sleep Diary

2 The more information your doctor has about your sleeping patterns and habits, the easier it will be to diagnose and treat your problem. This 7-day Sleep Diary will give you a clear "snapshot" of your sleep patterns to share with your doctor.

Keep a Record of Your Sleep
It's easy. Just answer the questions in the morning and before bed for 7 consecutive days and nights. The Sleep Diary tool will create a picture of your sleep patterns over the week. Looking at your Diary, you may see patterns which give you insight into your sleep habits. The Diary may also help your healthcare professional to determine the best treatment for you, so be sure to print it out and take it with you on your next visit.

Your Information Stays Safe and Private
Your information is for your eyes only because it's protected with your password. We never share your information with anyone. For more information, please read our Privacy Policy.

Register Now to Get Started
Create your password and begin recording your sleep information today.

Your e-mail Address:
(This will be your user name. Your e-mail address should look something like this: yourname@domain.com)

Re-enter e-mail Address:

Your Password:
Passwords should be a minimum of 6 characters, and we recommend they contain both alpha and numeric characters. No spaces are allowed.

Re-enter Password:

Submit

We ask for your e-mail address only for the purpose of creating a user name. We won't use it for marketing purposes, only to contact you with information regarding your use of the Sleep Diary.

Manual Sleep Diary
If you'd prefer, you can print out this non-interactive version of the Sleep Diary and complete it by hand.
Download

Note: The diary is provided in Adobe® Acrobat® Reader® format (PDF). To view or print it, you must have Adobe Acrobat Reader (version 3.0 or higher) installed on your computer. If you do not have the Reader, you can obtain it free from Adobe Systems Incorporated. Click on the icon below to download the program from their Web site.   Get Acrobat

Already Registered? Login Here:
Your e-mail Address:

Password:

Submit
Forgot your Password?

7-Day FTO
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CR Extras
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Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

3

– (reserved 3rd column area) –

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How to get here:
User selects successfully logs in to sleep diary from Sleep Diary Intro page 1.3.2

Concept/Purpose/Objective:
To allow users to use sleep diary. **Implemented exactly as in current site.** See flowcharts for destinations of links and buttons on this page.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.
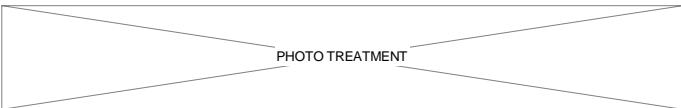
Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Sleep Diary. Implemented exactly as in current site. See flowcharts for destinations of buttons and links on this page. Should be implemented entirely above the fold if possible when twisty tabs are fully expanded.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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1 → Main | Ask Your Doctor | Sleep Diary | Find A Doctor

SLEEP DIARY FOR robpress@yahoo.com STARTING ON 04/04/2007

2 →

Answer the first 6 questions each morning ▲   ▶ PRINT DIARY   ▶ LOG OUT   ▶ SAVE CHANGES

VIEW: **WEEKLY** GRAPHS	04/04	04/05	04/06	04/07	04/08	04/09	04/10
What time did you first go to bed last night?	11 PM ▾	Before 6 PM	Before 6 PM	Before 6 PM	Before 6 PM	Before 6 PM	Before 6 PM
About how long did it take you to fall asleep?	Less tha ▾	Less than 1 hour	Less than 1 hour	Less than 1 hour	Less than 1 hour	Less than 1 hour	Less than 1 hour
About how many times, if any, did you awaken during the night?	3 ▾	0	0	0	0	0	0
Overall, about how many hours did you sleep last night?	4-6 hou ▾	Less than 2 hours	Less than 2 hours	Less than 2 hours	Less than 2 hours	Less than 2 hours	Less than 2 hours
At what time did you wake up (for the last time) this morning?	After 6 / ▾	Before 12 AM	Before 12 AM	Before 12 AM	Before 12 AM	Before 12 AM	Before 12 AM
When you got up, did you feel you'd had enough sleep?	No ▾	Yes	Yes	Yes	Yes	Yes	Yes
	EDIT	EDIT	EDIT	EDIT	EDIT	EDIT	EDIT

Answer at bedtime just before you go to sleep ▲

	04/04	04/05	04/06	04/07	04/08	04/09	04/10
How much time, if any, did you spend napping during the day?	Less than 1 hour	Less than 1 hour	Less than 1 hour	Less than 1 hour	Less than 1 hour	Less than 1 hour	Less than 1 hour
Did you consume any of these substances during the day?	None	Caffeine (within 6	Caffeine (within 6	Caffeine (within 6	Caffeine (within 6	Caffeine (within 6	Caffeine (within 6
When did you exercise during the day?	Evening	Morning	Morning	Morning	Morning	Morning	Morning
On a scale of 1 to 5, how would you rate your overall ability to function during the day?	3	5 Energetic	5 Energetic	5 Energetic	5 Energetic	5 Energetic	5 Energetic
	EDIT	EDIT	EDIT	EDIT	EDIT	EDIT	EDIT

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Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

(reserved 3rd column area)

3

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How to get here:
User selects (1) 'Find A Doctor' from sub nav when already within Visiting Your Doctor section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text about how users can use Find a Doctor tool to obtain list of HCPs in their area. Text needs to be newly created (can use some text from insomniatreatment.com) and, besides an introduction, directs users to insert text into the tool at the end of the text section.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras and CR Difference. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

2 Find a Doctor Form. Behaves exactly as on http:// dev.healthpages.com/directory/search.php. See functional specs for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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1 → Main | Ask Your Doctor | Sleep Diary | Find A Doctor

Find A Doctor

2 → Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

3 → **DOCTORS** | **DENTISTS** | **HOSPITALS**

Please provide a zip code and or name.

Last Name [   ]

Zip [   ]

Specialty [All   ▾]

Experience [Choose   ▾]

[SEARCH]

7-Day FTO Click Here

CR Extras Learn More

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4

(reserved 3rd column area)

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Please see additional information and full prescribing information

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5

How to get here:
User selects (1) 'Find A Doctor' from sub nav when already within Visiting Your Doctor section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text about how users can use Find a Doctor tool to obtain list of HCPs in their area. Text needs to be newly created (can use some text from insomniatreatment.com) and, besides an introduction, directs users to insert text into the tool at the end of the text section.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Search Results. See functional specs for details. In brief: list of individual search results, grouped in lists of 10. If more than 10, creates additional pages, which can be navigated to/from by using Previous and Next Buttons. Indicator for total number of results and what page user is on of total pages. Jump to page takes user directly to page number entered in entry field (error check for valid number entry). Selecting doctor name launches pop-up of doctor detail (see 1.3.3.1.1). Selecting Address launches pop-up of address map (see 1.3.3.1.2). New search returns user to search entry form page (1.3.3).

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 Main   Ask Your Doctor   Sleep Diary   Find A Doctor

2
Search Results

Name	Address
Bernard Bihari General Practice	📍 29 W 15th St,New York, NY 10011
Lawrence Mass General Practice	📍 New York, NY 10011
Martin Valdes General Practice	📍 153 W 11th St,New York, NY 10011

< Prev   (3 Results. Page 1 of 1)   > Next   JUMP TO PAGE   [   ]   New Search

3 (reserved 3rd column area)

7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011   [   ]
SEARCH

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4

How to get here:
User selects doctor name from search results list in Find A Doctor tool (see 1.3.3.1). Launches page as pop-up.

Concept/Purpose/Objective:
To provide user ability to view details about an individual doctor from their search results.

Technical Specifications:
Designed in fixed size (around 1/3 of a full size page). User should not be able to control size of box. Information ripped directly from database from insomniatreatment.com

Global Navigation:
None.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

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Bernard Bihari (MD)
Specialty: General Practice
Primary: General Practice
Secondary: N/A

History
Year Graduated: 1957
Hospital: N/A
Residency: Ny & Presby Hp-Columbia Campus, Psychiatry; Mass Gen Hosp, Neurological Surgery; Beth Israel Deaconess Hp M C, Internal Medicine

Address
29 W 15th St, , New York, NY 10011
Phone: 212-929-4196
Fax: 212-229-9371

NOTES

How to get here:
User selects address from search results list in Find A Doctor tool (see 1.3.3.1). Launches page as pop-up.

Concept/Purpose/Objective:
To provide user ability to map of a doctor's address via google maps from their search results.

Technical Specifications:
Designed in fixed size (around 1/4 of a full size page). User should not be able to control size of box. Information ripped directly from database from insomniatreatment.com. Functionality ripped from google maps.
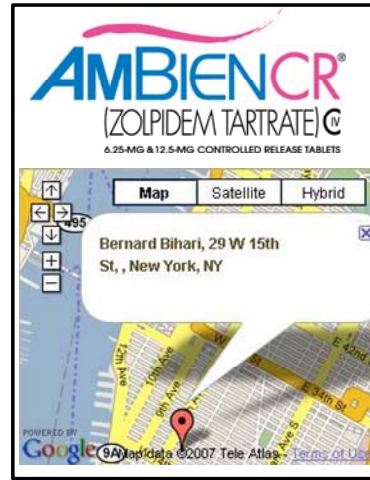
Global Navigation:
None.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

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PUBLICIS DIALOG

How to get here:
User selects (1) 'Sleep Resources' from main nav or (2) "Main" from sub nav when already within Sleep Resources section, or (3) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text about tips and resources users can employ for better sleep. Very limited copy exists in current site. Copy needs to be substantially increased.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   [Enter text]   > Search

[home] | ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

1 → Main | Sleep Tips | Muscle Relaxation Tips | Mental Relaxation Tips | Links | Relaxation Music

Sleep Resources

2 → Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: [10011]   Last Name: [ ]
SEARCH

3

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4

How to get here:
User selects (1) 'Sleep Tips' from sub nav when already within Sleep Resources section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide text describing tips for better sleep. Combination of existing text from 'sleep tips' and 'bed-der rules' sections, and text from insomniatreatment.com. See copy deck for details.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 Main | Sleep Tips | Muscle Relaxation Tips | Mental Relaxation Tips | Links | Relaxation Music

Sleep Tips

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3 7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

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How to get here:
User selects (1) 'Muscle Relaxation Tips' from sub nav when already within Sleep Resources section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide text describing tips for how to relax one's muscles to sleep. Implemented exactly as in current site. Text is updated to show that macromedia is now adobe. See copy deck for details.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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🏠 | **ABOUT AMBIEN CR** | **TROUBLE SLEEPING?** | **VISITING YOUR DOCTOR** | **SLEEP RESOURCES** | **REGISTER NOW** | **CR EXTRAS** | **HEALTH CARE PROFESSIONALS**

1 | Main | Sleep Tips | **Muscle Relaxation Tips** | Mental Relaxation Tips | Links | Relaxation Music

Muscle Relaxation Tips

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CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

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(reserved 3rd column area)

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PUBLICIS DIALOG

How to get here:
User selects (1) 'Mental Relaxation Tips' from sub nav when already within Sleep Resources section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide text describing tips for how to relax one's mind in order to sleep. Implemented exactly as in current site. Text is updated to show that macromedia is now adobe. See copy deck for details.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

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Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

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2 Text for section. See copy deck for details.

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[Home] | ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

1 Main | Sleep Tips | Muscle Relaxation Tips | Mental Relaxation Tips | Links | Relaxation Music

Mental Relaxation Tips

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

3

— (reserved 3rd column area) —

— — — — — — — — — — (Page Fold) — — — — — — — — — —

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Please see additional information and full prescribing information

Because health matters logo

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4

AMBIENCR®

How to get here:
User selects (1) 'Links' from sub nav when already within Sleep Resources section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide links to third party organizations where user can obtain more information on sleep. Implemented exactly as in current site. See copy deck for details.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Links to individual external organizations. Selecting link takes user to thank you for visiting page (see next template).

4 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

5 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

AMBIENCR®
(ZOLPIDEM TARTRATE) CIV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

Main | Sleep Tips | Muscle Relaxation Tips | Mental Relaxation Tips | Links | Relaxation Music

Learn More About Sleep

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Title of Link 1 - Brief Description

Title of Link 2 - Brief Description

Title of Link 3 - Brief Description

7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3rd column area)

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Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergrent.

Please see additional information and full prescribing information

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PUBLICIS DIALOG

How to get here:
User selected a third party external link from the list of links on the links page.

Concept/Purpose/Objective:
To provide advisory that user is leaving Ambien CR site. Implemented as in current site except 'continue' should be a button and not a link.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Clicking on 'continue button' launches 3rd party external site in a new browser window. This window remains open.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

🏠 | ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

1 → Main | Sleep Tips | Muscle Relaxation Tips | Mental Relaxation Tips | Links | Relaxation Music

Thank Your for Visiting

You are now leaving www.AMBIENCR.com and about to visit a web site that is managed and operated by a third party.

Sanofi-aventis is not responsible for the web site you are about to visit.

2 →   Continue

7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

3

(reserved 3rd column area)

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Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergrent.

Please see additional information and full prescribing information

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AMBIENCR

How to get here:
User selects (1) 'Relaxation Music' from sub nav when already within Sleep Resources section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To controller to play or download some relaxation music. Implemented as in current site except with addition of a 'download' button, which initiates the user's computer's download process of the music file.

Technical Specifications:
IMPLEMENTED AS A POP-UP. USER CANNOT CONTROL WINDOW SIZE.
'Download button downloads file to user's desktop as an .mp3 file. Play button is a toggle with Stop.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Pop-up for controller of relaxation music. Window launches with file in stop mode. Selecting 'play' begins playing of music file and play button swaps out with a stop button. Selecting 'stop' stops play and swaps button out with 'play' button. Selecting 'download' initiates downloading process of music file to user's desktop as .mp3.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

1 →

http://www.ambiencr.co...

Can't Fall Asleep?
Click play for some relaxation music
> Play
> Download

Internet

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PUBLICIS DIALOG

How to get here:
User selects (1) 'Register Now' from Main Nav or (2) "Registration from sub-nav when within 'Register Now' section or (3) selects '7-Day FTO' callout area in 3rd column calls to action area.

Concept/Purpose/Objective:
To provide form to allow users to register with the site to receive CR Extras messaging and a free trial offer certificate.

Technical Specifications:
IMPLEMENTED THE SAME AS IN CURRENT SITE IN LATEST CR EXTRAS VERSION. ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION.

IF POSSIBLE IMPLEMENT THIS PAGE COMPLETELY ABOVE THE FOLD IN TWO OR THREE COLUMNS. FAIR BALANCE CAN APPEAR BELOW THE FOLD.

Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.
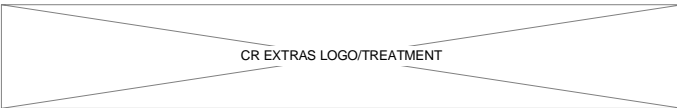
Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Registration form exactly as developed for latest CR Extras campaign version.

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6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR E:PHOTO TREATMENTMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Registration   Forgot Password   Change Username or Password

1 ──────────────────────►

Register with CR Extras & receive a free trial offer.
Why spend another sleepless night? Sign up now and receive an offer for 7 days of prescription AMBIEN CR. Then talk to your healthcare provider to find out if AMBIEN CR is right for you.

New CR Extras is an exclusive program that gives you substantial money-saving offers and customized information to meet your personal needs. So you can expect to receive ongoing special offers and information that are important to you.

Simply fill out the form below and click on submit. Then talk to your healthcare provider to take advantage of our special offer and discover the difference that AMBIEN CR can make for you.

Void where prohibited by law.

By clicking submit, I indicate that I understand that the information I provide may be used by sanofi-aventis U.S. LLC, its affiliates, and the business service companies working with the company to:

- Provide me with information about insomnia, related conditions and products; and
- Develop products and services concerning insomnia, which may include market research.

Required fields are displayed in bold

Email :
First Name :
Last Name :
Address Line 1 :
Address Line 2 :
City :
State :   [Select State ▼]
ZIP Code :
Gender :   [Select Gender ▼]
Select Year of Birth : [Select Year ▼]

How are you currently managing your sleeping difficulties? Select all that apply:

☐ Prescription Ambien® (zolpidem tartrate) C (The Original Formulation)
☐ Prescription Ambien CR™ (zolpidem tartrate extended release) C (The Latest Formulation)
☐ Prescription Lunesta® (eszopiclone) C
☐ Prescription Rozerem™ (ramelteon)
☐ Prescription Trazodone
☐ Other Prescription Sleep Medication
☐ Over-The-Counter Sleep Medication
☐ Not doing anything

Would you say that you agree with the following statements: Yes No

Generic medications are as good as brand name medications.   ○ ○
My sleeping difficulty is not very serious.   ○ ○
Cost prevents me from taking prescription medications.   ○ ○

Are you likely to change how you are treating your sleeping difficulty?   ○ ○

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Lunesta® is a registered trademark of Sepracor.
Rozerem™ is a trademark of Takeda.

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To unsubscribe, click *here* or call 1-800-207-8049

[Submit]

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↓

Continues with fair balance etc. as on current staging server

How to get here:
User types URL www.ambiencr.com/offer directly.

Concept/Purpose/Objective:
To provide entry field for users to submit offer promotion code to obtain Prescription Discount document.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Text entry field for user to enter code number. Error checking to determine if valid code number.

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CR EXTRAS LOGO/TREATMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Ambien CR Promotions

Thank you for visiting AmbienCR.com.

Getting the sleep you need now comes with something more — **a better way to save.**
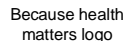
Please enter your offer code below to continue:

1 [text field]   [Proceed]

7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3rd column area)

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Please see additional information and full prescribing information

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How to get here:
User entered valud code and hit proceed from www.ambiencr.com/offer directly.

Concept/Purpose/Objective:
To provide registration form for $20, $30 or $45 discounts. These pages may be eliminated by launch date or swapped out for $100 offer card. $20 registration page shown here as sample. $20, $30 and $45 pages should be implement exactly as exists in current site. Screen grab pulled here to show existing set up. Note new fair balance and footer treatment.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Displayed here in two columns only to fit on this template. Should be implemented in one column only as originally developed.

AMBIEN CR®
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6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR EXTRAS LOGO/TREATMENT

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   [Enter text]   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Thank you for responding to our AMBIEN CR offer.
Simply follow the instructions and fill out the form below to:

- Get up to $20 in total savings
- Sign up for email newsletters
- Or sign up to receive both

Take advantage of this special offer by talking to your healthcare provider today and discover the difference AMBIEN CR can make for you.

☐ $20 Rebate Certificate *
☐ Email Newsletter

* Void where prohibited by law.

By clicking submit, I indicate that I understand that the information I provide may be used by sanofi-aventis U.S. LLC, its affiliates, and the business service companies working with the company to:

- Provide me with information about insomnia, related conditions and products; and
- Develop products and services concerning insomnia, which may include market research.

Required fields are displayed in bold.

1 →

Email :
First Name :
Last Name :
Address Line 1 :
Address Line 2 :
City :
State :   Select State

ZIP Code :
Gender :   Select Gender
Select Year of Birth :   Select Year
Phone :

How are you currently managing your sleeping difficulties? Select all that apply:

☐ Prescription Ambien® (zolpidem tartrate) CⅣ (The Original Formulation)
☐ Prescription Ambien CR™ (zolpidem tartrate extended release) CⅣ (The Latest Formulation)
☐ Prescription Lunesta® (eszopiclone) CⅣ
☐ Prescription Rozerem™ (ramelteon)
☐ Prescription Trazodone
☐ Other Prescription Sleep Medication
☐ Over-The-Counter Sleep Medication
☐ Not doing anything

Would you say that you agree with the following statements: Yes No
Generic medications are as good as brand name medications.   ○ ○
My sleeping difficulty is not very serious.   ○ ○
Cost prevents me from taking prescription medications.   ○ ○

Are you likely to change how you are treating your sleeping difficulty?   ○ ○

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Rozerem™ is a trademark of Takeda.

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SUBMIT

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Click Here

CR Extras
Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

(reserved 3rd column area)

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Please see additional information and full prescribing information

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How to get here:
User selects 'submit' from FTO registration page (1.5).

Concept/Purpose/Objective:
To provide Free Trial Offer certificate and thank you message based on segment determination.

Technical Specifications:
IMPLEMENTED THE SAME AS IN CURRENT SITE WITH EXCEPTION OF ADDITION OF SEGMENTED THANK YOU TEXT. ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1   Thank you text (to be written) displaying based on segment determination from user's answers to questions on registration page 1.5

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CR EXTRAS LOGO/TREATMENT

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Registration   Forgot Password   Change Username or Password

Thank you for registering on www.AMBIENCR.com

1 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit.

Please print your certificate located below.

AMBIENCR
[ZOLPIDEM TARTRATE EXTENDED RELEASE] CIV
6.25-MG & 12.5-MG EXTENDED RELEASE TABLETS

PRINT CERTIFICATE

FREE 7-Day Trial Offer

7-day Free Trial Certificate

Bring this certificate to your healthcare provider today and receive a 7-day free trial offer of AMBIEN CR.
Only good for seven free 6.25-mg or 12.5-mg tablets with your AMBIEN CR prescription.

rcb asdf
asdf
asdfdf, NY, 10011
Group#: H1600005
Identification#: C31925194

This offer is good through: 9/8/2007

Directions:
1 Ask your healthcare provider to see if AMBIEN CR is right for you. If it is, ask for a 7-day prescription to receive your free trial.
2 Present this certificate and your 7-day prescription for AMBIEN CR to your local pharmacy to receive 7 days of AMBIEN CR, free.

This certificate is part of the sanofi-aventis Free Trial program for AMBIEN CR.

For the Physician:
• In order to use this certificate, your patients will require one prescription for seven (7) tablets of AMBIEN CR 6.25-mg or 12.5-mg only.

Continues as on current site

AMBIENCR **AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES**   PUBLICIS DIALOG

How to get here:
User selects (1) 'Forgot Password' from sub nav when already within Registration, (2) from DHTML sub nav bar on home page or other interior sections or (3) from sleep diary or registration pages.

Concept/Purpose/Objective:
To provide functionality for users to recover their password.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3ʳᵈ Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Text entry field for user to enter email address. Error checking to determine if valid email address on file.

AMBIENCR®
(ZOLPIDEM TARTRATE) CIV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR EXTRAS LOGO/TREATMENT

Sanofi-Aventis logo

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Registration   Forgot Password   Change Username or Password

Forgot Your Password?

We'll send your password to the e-mail address you used to register.
Please enter your e-mail address below. You should receive your password e-mail in a few minutes.

1 ⟶ [   ]   [Submit]

7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011   [   ]
SEARCH

(reserved 3ʳᵈ column area)

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Please see additional information and full prescribing information

Because health
matters logo

Legal Notices/Disclaimer/Privacy Policy   Unsubscribe

How to get here:
User selects (1) 'Change Username or Password' from sub nav when already within Registration, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide functionality for users to change their username or password.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Text entry fields for user to enter email address and password. Error checking to determine if valid email address on file, and that password meets password criteria. If successful, branded email sent to user's email address indicating a change was made.

AMBIENCR
(ZOLPIDEM TARTRATE) C IV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR EXTRAS LOGO/TREATMENT

Sanofi-Aventis logo

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Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Registration   Forgot Password   Change Username or Password

Change Your Username or Password

If you'd like to change your username or password, please fill out the appropriate fields below.

Change Your Username

Your current email address:

Your new email address:

Re-enter email address:

Change Your Password

Your current password:

Your new password:

Re-enter password:

Note: Passwords need to be a minimum of 6 characters and should contain letters and numbers.

Submit

7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

(reserved 3rd column area)

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Please see additional information and full prescribing information

Because health matters logo

AMBIENCR AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES PUBLICIS DIALOG

How to get here:
User selects (1) 'CR Extras' from main nav or (2) "Main" from sub nav when already within CR Extras section, or (3) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text about the CR Extras program. THIS SECTION MAY NOT BE IMPLEMENTED BY LAUNCH. Copy needs to be created.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

AMBIENCR® (ZOLPIDEM TARTRATE) CIV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR EXTRAS LOGO/TREATMENT

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 Main | Register | Extras Archive | Rewards Program

Introducing CR Extras

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011 Last Name:
SEARCH

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4

AMBIEN CR AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES

PUBLICIS DIALOG

How to get here:
User selects (1) 'Extras Archive' from sub nav when already within CR Extras section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide location to talk about and view previous CR Extras newsletters and communications. This may also be the location to archive old Bedpost newsletters. THIS SECTION MAY NOT BE IMPLEMENTED BY LAUNCH. Copy needs to be created.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Links to individual newsletters. Selecting link takes user to individual newsletter page (see next template). Newsletters should be posted in reverse time order, with newest at top.

4 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

5 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

AMBIEN CR (ZOLPIDEM TARTRATE) CR
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR EXTRAS LOGO/TREATMENT

Sanofi-Aventis logo

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🏠 | ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS

1 Main | Register | Extras Archive | Rewards Program

CR Extras Archive

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3
Date Month, Year   Newsletter archive 1

Date Month, Year   Newsletter archive 2

Date Month, Year   Newsletter archive 3

7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

4

(reserved 3rd column area)

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5

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PUBLICIS DIALOG

How to get here:
User selects link of individual newsletter from 1.6.1 list of archived newsletters. Selecting back button takes user back to 1.6.1 newsletter archive page.

Concept/Purpose/Objective:
To view a previous CR Extras newsletter or communication. THIS SECTION MAY NOT BE IMPLEMENTED BY LAUNCH. Copy needs to be created.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text of archived newsletter. See copy deck for details.

3 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

AMBIENCR®
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6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR EXTRAS LOGO/TREATMENT

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| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

1 — Main | Register | Extras Archive | Rewards Program

Newsletter Title   < Back

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

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Please see additional information and full prescribing information

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PUBLICIS DIALOG

How to get here:
User selects (1) 'Rewards Program' from sub nav when already within CR Extras section, or (2) from DHTML sub nav bar on home page or other interior sections.

Concept/Purpose/Objective:
To provide introductory text about the CR Extras program. THIS SECTION MAY NOT BE IMPLEMENTED BY LAUNCH. Copy needs to be created.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar , search entry field, main navigation bar and fair balance/footer.

Global Callouts (3ʳᵈ Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Dedicated Subnavigation area. Implemented as CSS text on graphic backgrounds. Buttons have 3 states: unselected, rollover and selected. Rolling over buttons causes change to rollover state. Clicking on button takes user to that section and changes button to selected state.

2 Text for section. See copy deck for details.

3 Reserved 3ʳᵈ column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

4 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

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CR EXTRAS LOGO/TREATMENT

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1 | Main | Register | Extras Archive | Rewards Program |

CR Extras Rewards

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7-Day FTO Click Here

CR Extras Learn More

Discover the CR Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: 10011   Last Name:
SEARCH

3

(reserved 3ʳᵈ column area)

— — — — — — (Page Fold) — — — — — — —

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Please see additional information and full prescribing information

Because health matters logo

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Legal Notices/Disclaimer/Privacy Policy   Unsubscribe

4

How to get here:
User selects 'Healthcare Professionals' from main nav.

Concept/Purpose/Objective:
To provide gateway to HCP site. Functions exactly as in current site.

Technical Specifications:
ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION. Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization. There are no links anymore within body section text to other sections of the site.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
Photo areas for FTO, CR Extras, CR Difference and Find A Doctor. Entire area of each is clickable and sends user to another interior page (see flowcharts). Find A Doctor is a function of form fields which upon clicking takes user to interior page (see flowcharts).

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Reserved 3rd column area for persistent calls to action. Photographic treatment. Clickable objects take user to other interior pages. Implemented as HTML with no flash and no rollover state.

2 Persistent Fair Balance text and persistent footer. Intended to fall below fold on interior pages where possible without creating large amounts of white space between this area and text content area above.

AMBIEN CR®
(ZOLPIDEM TARTRATE) CIV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

PHOTO TREATMENT

Sanofi-Aventis logo

for US Residents only

Glossary   Site Map   FAQs   Contact Us   Print   Email Page   Español   A **A**   Enter text   > Search

| ABOUT AMBIEN CR | TROUBLE SLEEPING? | VISITING YOUR DOCTOR | SLEEP RESOURCES | REGISTER NOW | CR EXTRAS | HEALTH CARE PROFESSIONALS |

Healthcare Professionals

You are about to enter a site intended solely for the use of health care professionals.

Please certify that you are a health care professional by clicking the button below marked "I Agree," or simply click the button marked "I Do Not Agree" to return to the home page.

I Agree   I Do Not Agree

7-Day FTO
Click Here

CR Extras
Learn More

Discover the CR
Difference

Find a Sleep Specialist
Locate the closest specialist in your region.
Zip: Last Name:
10011
SEARCH

(reserved 3rd column area)

1

— (Page Fold) —

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Please see additional information and full prescribing information

Because health matters logo

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Legal Notices/Disclaimer/Privacy Policy   Unsubscribe

2

How to get here:
User selects 'I agree' from HCP Agreement page (1.7.0) or selects AmbienCR logo from any other interior HCP page

Concept/Purpose/Objective:
To provide homepage to HCP site.

Technical Specifications:
ALL HCP PAGES FUNCTION EXACTLY AS IN CURRENT IN TOUCH STAGING SERVER WITH EXCEPTIONS IN NOTE BELOW. ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION.
Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Eliminate 'About Insomnia' section from all pages.

Continues as on current
staging server

How to get here:
User selects 'Dual Layer' from HCP Home page (1.7.1) or from any other interior HCP page

Concept/Purpose/Objective:
To provide information on the dual layer of Ambien CR.

Technical Specifications:
ALL HCP PAGES FUNCTION EXACTLY AS IN CURRENT IN TOUCH STAGING SERVER WITH EXCEPTIONS IN NOTE BELOW. ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION.
Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Eliminate 'About Insomnia' section from all pages.

1 Sub-nav buttons must be redrawn to indicate that all buttons are of the same level of navigation. It is an error in the current site that Sleep Maintenance - Elderly patients is a sub of Sleep Maintenance and Sleep Duration - Elderly patients is a sub of Sleep Duration. They are all pages at the same level of navigation and all buttons should be drawn the same.

Continues as on current staging server

AMBIENCR.COM / 2007 RE-SKIN WIREFRAMES

PUBLICIS DIALOG

How to get here:
User selects 'Safety' from HCP Home page (1.7.1) or from any other interior HCP page

Concept/Purpose/Objective:
To provide information on the safety of Ambien CR.

Technical Specifications:
ALL HCP PAGES FUNCTION EXACTLY AS IN CURRENT IN TOUCH STAGING SERVER WITH EXCEPTIONS IN NOTE BELOW. ALL PAGES WITHIN SITE ARE TO BE DESIGNED TO 1024x768 PAGE RESOLUTION.
Except for flash-based functionality, all navigation items should attempt to be implemented via CSS text on graphic backgrounds and not as graphics for search engine optimization.

Global Navigation:
Global Navigation elements include toolbar, search entry field, main navigation bar and fair balance/footer.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Eliminate 'About Insomnia' section from all pages.

1 Sub-nav buttons must be redrawn to indicate that all buttons are of the same level of navigation. It is an error in the current site that Adverse Events - Elderly patients is a sub of Adverse Events. They are all pages at the same level of navigation and all buttons should be drawn the same.

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sanofi aventis

For U.S. residents only.

A Good Night's Sleep from Start to Finish.™

Site Map | FAQs   Email Page   Print Page   search

> DUAL LAYER   > SAFETY   > HCP RESOURCES   > BACK TO AMBIEN CR

Home : Established Safety

Established Safety with Zolpidem Tartrate

12 Billion Nights of Treatment[2]† Build Trust

No significant decrease in performance was observed using neurocognitive tests 8 hours post dose.

- In clinical studies, there was no significant decrease in motor function or memory.[1]
- No evidence of next-day residual effects was detected using self-ratings of sedation.[1]
- Next-day somnolence was reported by 15% of the adult patients who received 12.5 mg of zolpidem vs. 2% of the placebo group. Next-day somnolence was reported by 6% of the elderly patients who received 6.25 mg of zolpidem vs. 5% of the placebo group.

AMBIEN CR has an established drug interaction profile.

- Multiple P450 pathways for metabolism means only partial clearance via the CYP3A isozyme.[4]

> MOA
> Indications/Contraindications
2 > Controlled Trials
> Warnings
> Adverse Events
> Adverse Events - Elderly Patients
> Drug Interactions
> Abuse & Dependence

▶ Prescribing Information

Mean Plasma Concentration

FOR MORE

1

Continues as on current staging server

How to get here:
User successfully performs the following actions which causes the system to (a) send the user an email confirmation or (b) prints a document:

(1) Sends email to friend using Email to Friend Form
(2) Prints sleep test from Sleep Test page 1.2.2
(3) Prints sleep questions for doctor from Ask Your Doctor page 1.3.1
(4) Successfully registers for the first time either through Sleep Diary page 1.3.2 or main Registration page 1.5
(5) Prints sleep diary from sleep diary page 1.3.2.1
(6) Fills out sleep diary 1.3.2.1 for one or some days but not all days, causing system to send reminder emails for user to complete process
(7) Asks to resend password from Forgot Password form 1.5.2
(8) Changes username or password from Change Registration form 1.5.3
(9) Has downloaded FTO certficate but has not redeemed causing system to send reminder emails a 1, 2 and 4 week periods.

See copy deck for specific messages

Concept/Purpose/Objective:
To provide branded messaging to user to confirm that they have completed an action.

Technical Specifications:
MUST GENERATE HTML AND TEXT VERSION THAT CAN DISPLAY DEPENDING ON USER'S PLATFORM REQUIREMENTS.

Global Navigation:
None.

Global Callouts (3rd Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

1 →

AMBIENCR®
(ZOLPIDEM TARTRATE) C IV
6.25-MG & 12.5-MG CONTROLLED RELEASE TABLETS

CR EXTRAS (PHOTO TREATMENT) TREATMENT

Dear XXXX,

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est.

NOTES

1 Specific messaging based on task performed. See copy deck and functional specs for details.