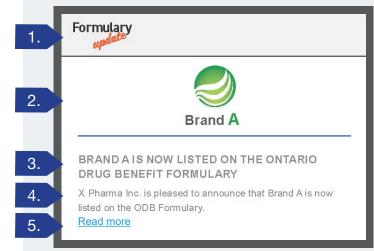


Placement Options and Specifications

NEWS



1. MASTHEAD

Choose from the selection of PTM StatComm mastheads.

2. IMAGE(S)

Provide high res TIFF or JPEG files (300 dpi). PTM will scale as needed.

3. HEADLINE

Provide brief copy communicating the subject (~10 words). Font: bold, upper case, 12pt Arial.

4. BODY

Provide brief copy communicating key messages (~1-3 sentences). Font: no-bold, sentence case, 11pt Arial.

5. LINK (TO ADDITIONAL INFORMATION)

Provide high res PDF (if PTM-hosted) or URL (if client-hosted). CTA appears as 'Read more.'

BANNER



ANNOUNCEMENT

Provide EPS file, finished artwork sized 610px X 130px, with link to additional information. For additional information, provide high res PDF (if PTM hosted) or URL (if client hosted).

CE LINK



1. MASTHEAD

Uses PTM's celink masthead.

2.HEADLINE

Provide course name. Font: bold, title case, 12pt Arial.

3. **BODY**

Provide course certification and approximate duration. Font: no-bold, title case, 11pt Arial.

4. LINK (TO CE)

Provide URL (direct to CE). CTA appears as 'Proceed to CE'.

Deliverables

Assets should be provided in English and French. All logos/images should be fax appropriate.



Fax Layout Specifications

NEWS

Dimensions: 19.59cm x 3cm | **Masthead and Images** | **Headline text:** 12pt Arial, bold,

uppercase

BANNER

Dimensions: 19.6cm x 4.2cm | **Announcement:** Per finished artwork provided

CE LINK

Dimensions: 19.59cm x 3cm | Masthead | Headline text: 12pt Arial, bold, title case, 12pt |

Body text: 11pt Arial, bold, title case



2018 Distribution

Copy Submission Date	Copy Approval Date	Publication Date
January 4, 2018 January 18, 2018 February 1, 2018	January 8, 2018 January 22, 2018 February 5, 2018	January 10, 2018 January 24, 2018 February 7, 2018
February 14, 2018 March 1, 2018	February 16, 2018 March 5, 2018	February 21, 2018 March 7, 2018
March 15, 2018 March 28, 2018	March 19, 2018 April 2, 2018	March 21, 2018 April 4, 2018
April 12, 2018 April 26, 2018 May 10, 2018	April 16, 2018 April 30, 2018 May 14, 2018	April 18, 2018 May 2, 2018 May 16, 2018
May 24, 2018 June 7, 2018	May 28, 2018 June 11, 2018	May 30, 2018 June 13, 2018
June 21, 2018 July 5, 2018	June 25, 2018 July 9, 2018	June 27, 2018 July 11, 2018
August 29, 2018 September 13, 2018 September 27, 2018	August 31, 2018 September 17, 2018 October 1, 2018	September 5, 2018 September 19, 2018 October 3, 2018
October 11, 2018 October 25, 2018	October 15, 2018 October 29, 2018	October 17, 2018 October 31, 2018
November 8, 2018 November 22, 2018	November 12, 2018 November 26, 2018	November 14, 2018 November 28, 2018
December 6, 2018	December 10, 2018	December 12, 2018