PHARMA DIRECT™

Placement Options and Specifications

NEWS

1.
2.
3.
4.
5.

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.'

Formulary *update*

Brand A

BRAND A IS NOW LISTED ON THE ONTARIO DRUG BENEFIT FORMULARY

X Pharma Inc. is pleased to announce that Brand A is now listed on the ODB Formulary.

Read more

BANNER

Brand **C**

Patient Support Program

Learn about the Brand C Patient Support Program

Visit

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.
2.
3.

*ce*link

Medication Use in XYZ- Online Course

Certification : CCCEP for 1.00 CEU(s)
Duration (approximate) : 1 hour

Proceed to CE

4.

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.

Pixel dimensions for email will vary slightly due to the responsive/adaptive nature of the HTML.

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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

PHARMA DIRECT ≫≫™   NEWS

New issue of PharmaDirect now available at ipharmadirect.com   Month XX, 2018

VOLUME 16 | ISSUE 1 includes the following:

Product of Information	[LOGO]	DRUG NAME(S)	HEADLINE
Product of Information	[LOGO]	DRUG NAME(S)	HEADLINE
Product of Information	[LOGO]	DRUG NAME(S)	HEADLINE

BANNER

CE link   Medication Use in XYZ- Online Course   Certification : CCCEP for 1.00 CEU(s)   Duration (approximate) - 1 hour

2018 Distribution

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