PHARMA DIRECT™

PLACEMENT OPTIONS & SPECIFICATIONS

NEWS & RESOURCE MESSAGES

RX AVAILABILITY UPDATE

PRODUCT X® TABLETS ARE NOW BACK IN STOCK

Product X® tablets provide targeted relief for pain & discomfort. With a revised indication & updated product monograph, the tablets are now lactose free.
READ MORE

MASTHEAD - Choose from selection (refer to masthead options)

HEADLINE - Provide brief copy communicating the subject (<10 words). PTM will format to PD style.

BODY - Provide brief copy communicating key message (<30 words). PTM will format to PD style.

IMAGE - Provide hi-res TIFF or JPEG files (300 dpi).

CLICKTHROUGH PAGE - Provide hi-res PDF (if PTM-hosted), or URL (if client-hosted). CTA appears as "**READ MORE**"

CONTINUING EDUCATION (CE) MESSAGES

EDUCATIONAL PROGRAM

NEW ONLINE ACCREDITED PROGRAM AVAILABLE

Introducing "New Accredited Program". New information for professionals, now available online.
READ MORE

MASTHEAD - Uses Educational Program or CE Symposium masthead

HEADLINE - Provide brief copy communicating the subject (<10 words). PTM will format to PD style.

BODY - Provide brief copy communicating key message (<30 words). PTM will format to PD style.

IMAGE - Provide hi-res TIFF or JPEG files (300 dpi).

CLICKTHROUGH PAGE - Provide hi-res PDF (if PTM-hosted), or URL (if client-hosted). CTA appears as "**READ MORE**"

CE LINK

Medication Use in XYZ - Online Course

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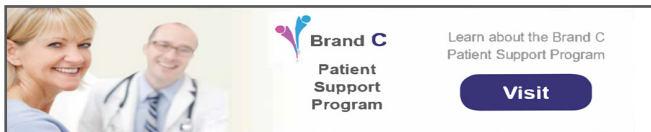Duration (approximate): 1 hour

Proceed to CE

MASTHEAD - Uses PTM's CE Link Masthead

HEADLINE - Provide course name. PTM will format to PD style.

BODY - Provide course certification and approximate duration.

LINK - Provide URL (direct to CE). CTA appears as "**Proceed to CE**"

PRODUCT AWARENESS MESSAGES

Brand C
Patient Support Program

Learn about the Brand C Patient Support Program

Visit

CLIENT-PREPARED ARTWORK - Provide hi-res (300 dpi or vector), finished artwork, sized 1300px x 277px.

CLICKTHROUGH PAGE - Provide hi-res PDF (if PTM-hosted), or URL (if client-hosted).

COLD AND FLUS ARE STILL HERE. HELP RELIEVE COLD AND FLU SYMPTOMS WITH PRODUCT Y®.

Product Y® helps to relieve symptoms of sore throat, fever, cough, headache and runny nose.
READ MORE

WELLNESS PHARMA INC.

HEADLINE - Provide brief copy communicating the subject (<10 words). PTM will format to PD style.

BODY - Provide brief copy communicating key message (<30 words). PTM will format to PD style.

IMAGE - Provide hi-res TIFF or JPEG files (300 dpi).

CLICKTHROUGH PAGE - Provide hi-res PDF (if PTM-hosted), or URL (if client-hosted). CTA appears as "**READ MORE**"

PHARMA DIRECT

Reach | Frequency | Value
2022 DISTRIBUTION

Copy Submission Date	Copy Approval Date	Publication Date
December 29, 2021	December 31, 2021	January 5, 2022
January 13, 2022	January 17, 2022	January 19, 2022
January 27, 2022	January 31, 2022	February 2, 2022
February 10, 2022	February 14, 2022	February 16, 2022
February 24, 2022	February 28, 2022	March 2, 2022
March 10, 2022	March 14, 2022	March 16, 2022
March 24, 2022	March 28, 2022	March 30, 2022
April 7, 2022	April 11, 2022	April 13, 2022
April 21, 2022	April 25, 2022	April 27, 2022
May 5, 2022	May 9, 2022	May 11, 2022
May 18, 2022	May 20, 2022	May 25, 2022
June 2, 2022	June 6, 2022	June 8, 2022
June 16, 2022	June 20, 2022	June 22, 2022
June 29, 2022	July 4, 2022	July 6, 2022
August 25, 2022	August 29, 2022	August 31, 2022
September 8, 2022	September 12, 2022	September 14, 2022
September 22, 2022	September 26, 2022	September 28, 2022
October 5, 2022	October 7, 2022	October 12, 2022
October 20, 2022	October 24, 2022	October 26, 2022
November 3, 2022	November 7, 2022	November 9, 2022
November 17, 2022	November 21, 2022	November 23, 2022
December 1, 2022	December 5, 2022	December 7, 2022

PTM | OneSource