



PharmaDirect, the no. 1 bi-weekly pharmacy newsletter, is a leading channel for reaching target pharmacy customers. With the most comprehensive list in the industry, PharmaDirect delivers the latest information through the pharmacist's preferred distribution method i.e. email and fax, providing complete coverage.

Pharmacists are continuously segmented by their primary/secondary activity and each individual is validated to be licensed and actively practicing.

News items may appear under recognized StatCom banners for added impact. For increased readership, the classifieds section is available online.

PharmaDirect's flexible and cost-effective pricing allows selection from single placement options to annual subscription packages with unlimited insertions, providing the optimal reach and frequency.

Circulation List Includes:

PHARMACIST

- Retail (Owner-Manager / FT / PT / Locum)
- Retail with Compounding (Chief / FT / PT)
- Retail with Methadone (Chief / FT / PT)
- Relief (Retail & Hospital)

DISTRIBUTORS

- Wholesale (Dept. Head / FT / PT)
- Mail Order / Pkg / Distribution
- Retail - Chain Head Office (Dept. Head / FT / PT)

MISCELLANEOUS

- Compounding (Chief / FT / PT)
- Methadone (Chief / FT / PT)
- Hospital Buying Groups (Purchasing Manager)
- Poison Control & Drug Info Centres (Medical Info. Officer)
- Pharmacy Associations - National/Provincial (Director)
- Provincial Drug Benefit Formularies (Director)
- Health Insurance Companies (Pharmacy Benefits Mgr.)

IN-PATIENT FACILITIES

- Hospital (Chief / FT / PT / Locum)
- Nursing Station (Dept. Head / FT / PT)
- Nursing Home/Ext Care (Dept. Head / FT/ PT / Locum)
- Prison / Correctional Facility
- Military Bases

SPECIALISTS/ACADEMICS

- Counseling / Drug Info
- Telehealth Pharmacy
- Oncology
- Nephrology
- Geriatrics
- Pediatrics
- Diabetology
- University - FT Educator
- Educators - PT

ENGLISH **26,689**
 FRENCH **8,690** = **35,379** | TOTAL AUDIENCE

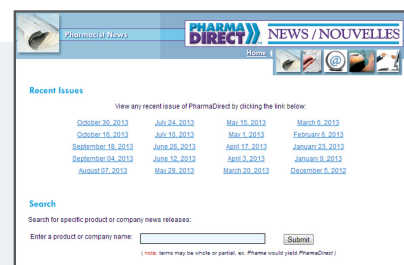
Sept 2016

Excludes pharmacy technicians, assistants and students.

Online Access

ipharmadirect.com provides additional resources for pharmacists

- ◆ Complete history of recent editions, with hundreds of visits each week
- ◆ Search engine for topics of interest
- ◆ Classifieds
- ◆ Links to other pharmacy resources



Program Rates

SINGLE PLACEMENT	ENGLISH	FRENCH	TOTAL COST
News Insertion	\$1,640	\$820	\$2,200
Banner	\$1,240	\$620	\$1,650

BUNDLE PACKAGE A \$18,500

- ◆ 12 month contract
- ◆ 12 insertions (any format / issue)
- ◆ \$1,800 for each additional insertion after 12 total insertions within the year

BUNDLE PACKAGE B \$30,750

- ◆ 12 month contract
- ◆ 25 insertions (any format / issue)
- ◆ \$1,600 for each additional insertion after 25 total insertions within the year

BUNDLE PACKAGE C \$45,000

- ◆ 12 month contract
- ◆ Unlimited insertions (any format / issue); max 4 per issue
- ◆ \$1,500 for each additional insertion after 4 within one issue

OPTION - SOLO EMAIL BROADCAST - Total pharmacist audience (National); client supplied HTML \$3,975

Insertions are placed on a first come first serve basis, or at the discretion of **PharmaDirect**. Content is typeset by **PharmaDirect**. **PharmaDirect** reserves the right to postpone, or cancel a scheduled publication.

PTM will provide a corporate usage report to client procurement (quarterly). Single **PharmaDirect** placements are eligible for a \$275 discount with any StatCom branded communication program of the same news (minimum value \$1,000 and pharmacists audience).

StatCom Logos



Mise à jour
Liste de médicaments du Québec



Clinical News Alert®
Données Cliniques Importantes



Product Information
Information du Produit®



All news insertions are placed under the appropriate StatCom banner. Insertions are separated by language.

Placement Options

PHARMA DIRECT NEWS

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...](#)

New/R Nouveau

Brand B

BRAND B NOW AVAILABLE IN CANADA

X Pharma Inc. is pleased to announce the launch of Brand B in Canada. [Read More...](#)

Brand C
Patient Support Program

Learn about the Brand B Patient Support Program

[Visit](#)

NEWS INSERTION

StatCom Logo: as selected by client (optional)

Logos/Images: See below *

Headline Text: 12 pt. arial, bold, uppercase

Intro Text: 11 pt. Arial

To consist of 1-2 sentences that convey the key points of the message and encourage a click to read more

Width: 600px

Includes: Link to full article announcement, hosted by PTM; PTM layout support

BANNER

Size: 610px by 130px

Logos/Images: See below *

Includes: Link to client site; PTM layout support

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

Client Specifications and Deliverables

* LOGOS/IMAGES

- Image files to be laid out by **PharmaDirect** are to be provided as high resolution (300 dpi) TIFF or JPEG files
- Client prepared placements or logos should be provided as EPS (vector) files in English & French
- All logos/images should be appropriate for fax broadcast

LANGUAGE

All material to be provided in English and French

TIMING

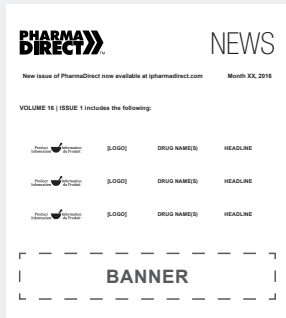
All elements to be provided on "Copy Submission" date in order to meet the "Copy Approval" deadline



Fax Layout Specifications

NEWS INSERTION
Space size: 19.59cm by 3cm | **Logo(s):** Company/Brand logos (PTM will scale to size)
Headline text: 12pt arial, bold, uppercase

BANNER
Space size: 19.6cm by 4.2cm | **Full banner:** Layout per client request



2017 Distribution

COPY SUBMISSION DATE	COPY APPROVAL DATE	PUBLICATION DATE
January 5, 2017	January 9, 2017	January 11, 2017
January 19, 2017	January 23, 2017	January 25, 2017
February 2, 2017	February 6, 2017	February 8, 2017
February 15, 2017	February 17, 2017	February 22, 2017
March 2, 2017	March 6, 2017	March 8, 2017
March 16, 2017	March 20, 2017	March 22, 2017
March 30, 2017	April 3, 2017	April 5, 2017
April 12, 2017	April 17, 2017	April 19, 2017
April 27, 2017	May 1, 2017	May 3, 2017
May 11, 2017	May 15, 2017	May 17, 2017
May 25, 2017	May 29, 2017	May 31, 2017
June 8, 2017	June 12, 2017	June 14, 2017
June 22, 2017	June 26, 2017	June 28, 2017
July 6, 2017	July 10, 2017	July 12, 2017
July 20, 2017	July 24, 2017	July 26, 2017
August 2, 2017	August 4, 2017	August 9, 2017
August 17, 2017	August 21, 2017	August 23, 2017
August 30, 2017	September 1, 2017	September 6, 2017
September 14, 2017	September 18, 2017	September 20, 2017
September 28, 2017	October 2, 2017	October 4, 2017
October 12, 2017	October 16, 2017	October 18, 2017
October 26, 2017	October 30, 2017	November 1, 2017
November 9, 2017	November 13, 2017	November 15, 2017
November 23, 2017	November 27, 2017	November 29, 2017
* December 7, 2017	December 11, 2017	December 13, 2017

* Holiday Issue