

NEWS

1 CLINICAL GUIDELINES



2

3 A Practical Guideline for the General Practitioner

4 Disease ABC can have a significant impact on quality of life of those affected. Early diagnosis is important for optimal management.

[Read more](#)

5

1. CATEGORY TITLE

Choose from the selection of KXD category titles.

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, title 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

1 HCP & PATIENT SUPPORT

New advances in the Management of Disease ABC

2

Early diagnosis is important for optimal management. Practical Resources for the General Practitioner.



[CLICK HERE FOR RESOURCES](#)

1. CATEGORY TITLE

Choose from the selection of KXD category titles.

2. 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 CONTINUING EDUCATION

celink

2

3

Medication Use in XYZ- Online Course

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

[Proceed to CE](#)

4

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1. CATEGORY TITLE

Placed under PTM's 'CONTINUING EDUCATION' category title.

2. MASTHEAD

Uses PTM's *celink* masthead.

3. HEADLINE

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

4. BODY

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

5. LINK (To CE)

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

CALENDAR EVENT

1 HCP CALENDAR OF EVENTS

2

DISEASE ABC CONFERENCE

3 January 1-3, 2017
The XYZ Hotel
123 Street, City



4

[Registration](#)

1. CATEGORY TITLE

Placed under PTM's 'HCP CALENDAR OF EVENTS' category title.

2. HEADLINE

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

3. BODY

Provide event date(s) and location(s). Font: no-bold, title case, 11pt Arial.

4. LINK (To More Information/Registration)

Provide URL (direct to event website). CTA appears as '[Registration](#)'.

Deliverables

Assets should be provided in English and French.

Fax Layout Specifications

NEWS

Dimensions: 19.59cm x 3cm | **Category Title** | **Headline Text:** 12pt Arial, bold, uppercase

BANNER

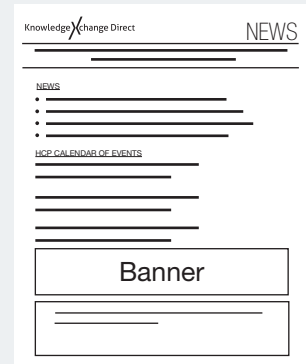
Dimensions: 19.6cm x 4.2cm | **Category Title** | **Announcement:** Provide finished artwork appropriate for fax

CE LINK

Dimensions: 19.59cm x 3cm | **Category Title and Masthead** | **Headline Text:** 12pt Arial, bold, title case | **Body Text:** 11pt Arial, bold, title case

CALENDAR EVENT

Dimensions: 19.59cm x 3cm | **Category Title** | **Headline Text:** 12pt Arial, bold, title case
Body Text: 11pt Arial, bold, title case



2018 SCHEDULE

Copy Submission Date	Copy Approval Date	Publication Date
January 25, 2018	January 29, 2018	January 31, 2018
February 22, 2018	February 26, 2018	February 28, 2018
March 22, 2018	March 26, 2018	March 28, 2018
April 19, 2018	April 23, 2018	April 25, 2018
May 16, 2018	May 18, 2018	May 23, 2018
September 20, 2018	September 24, 2018	September 26, 2018
October 18, 2018	October 22, 2018	October 24, 2018
November 15, 2018	November 19, 2018	November 21, 2018