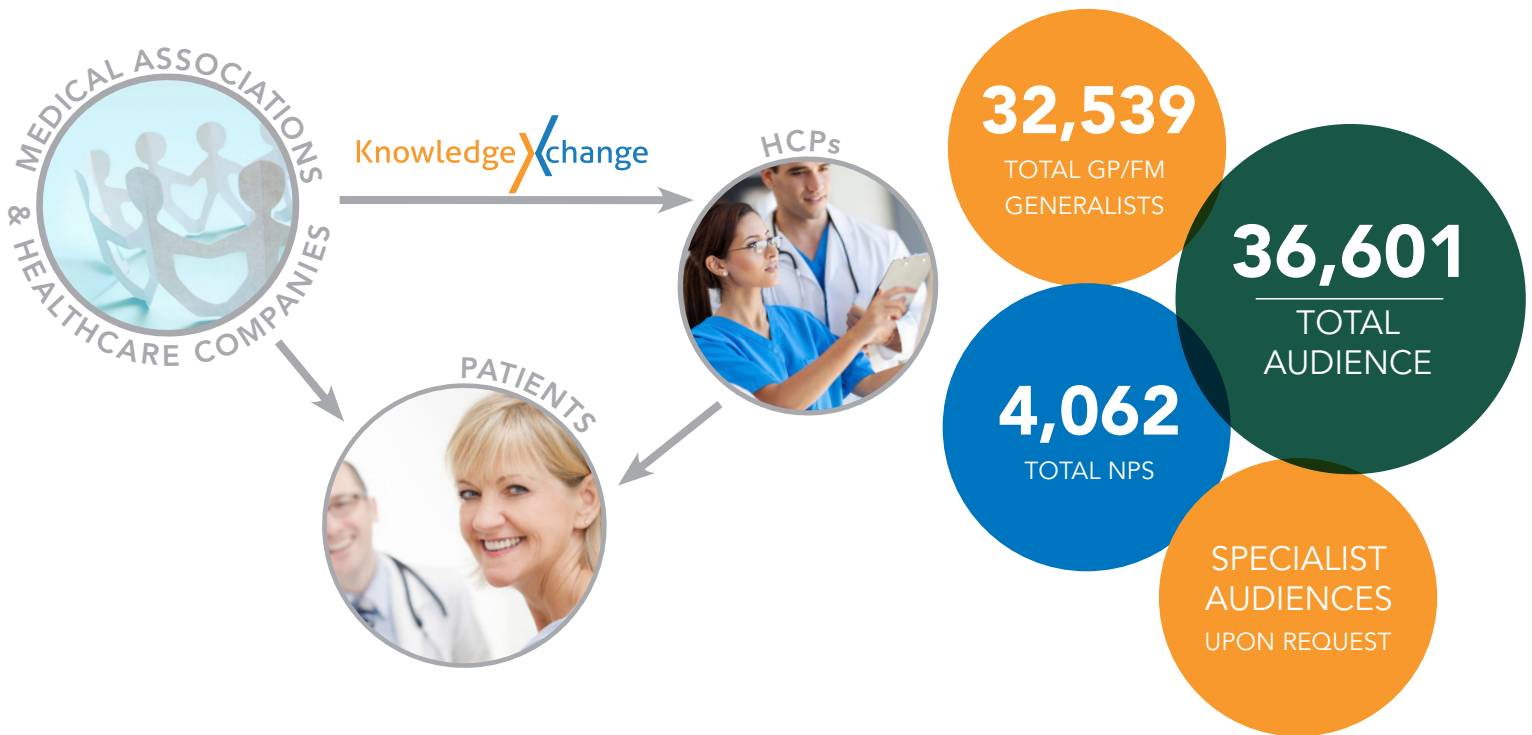


# Knowledge Xchange Direct

Knowledge Xchange Direct is the online publication that provides clinical news from Canada's medical associations and healthcare companies, direct to primary care health professionals. It brings together the most relevant news on patient issues, clinical research, CME events and the latest apps. Specialist audiences can be added upon request.



November 2017

## RELEVANT NEWS IN KNOWLEDGE XCHANGE DIRECT

News	Calendar of Events / CME
<ul style="list-style-type: none"> <li>• Clinical News</li> <li>• Meeting Notes</li> <li>• Clinical Guidelines Updates</li> <li>• HCP &amp; Patient Support Tools</li> <li>• Online Resources</li> <li>• Apps</li> </ul>	<ul style="list-style-type: none"> <li>• Conferences</li> <li>• CE Links</li> <li>• CME Events</li> <li>• Webinars</li> </ul>

### ONLINE ACCESS:

[www.knowledgexchangedirect.com](http://www.knowledgexchangedirect.com) provides access to recent issues, including valuable links to additional resources.

## 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
June 14, 2018	June 18, 2018	June 20, 2018
August 23, 2018	August 27, 2018	August 29, 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

## RATES

Description	Rate
<b>News or Banner - PTM Link</b> 'Read More' links to a PDF that PTM hosts.	\$2,190/insert
<b>News or Banner - Client Link</b> 'Read More' links directly to client site.	\$1,250/insert
<b>CE Link</b> - Includes: Program title, certification, duration, and link to client-hosted CE.	\$1,250/insert
<b>Calendar of Events</b> - Includes: Event name, date, location and image. Links directly to registration website. 'News/Banner' rates will apply for non-standard Calendar formats.	\$550/insert
<b>Specialist Audience</b>	\$475/flat

Corporate discounts are available for multiple insertions.  
 Layout of client content will be handled by Knowledge Xchange Direct.  
 Knowledge Xchange Direct reserves the right to postpone or cancel a scheduled publication.

## CLIENT DELIVERABLES

- Content should be educational in nature and disease-specific. All content is subject to review by Knowledge Xchange Direct. Purely promotional content for pharmaceutical products will not be accepted.
- Client-prepared placements or logos are to be forwarded as EPS (vector) files in English and French.
- Image files are to be provided as high resolution (300 dpi) TIFF or JPEG files.