

NEWS & RESOURCE MESSAGES

INSERTION (SELECT MASTHEAD)

R 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


INSERTION (CE MASTHEAD)

CE • FC
SYMPOSIUM

NEW ONLINE ACCREDITED PROGRAM AVAILABLE


Introducing "New Accredited Program". New formation for professionals, now available online.

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- MASTHEAD** - Uses CE Masthead
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CE LINK



Medication Use in XYZ - Online Course

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

[Proceed to CE](#)

- LOGO** - Uses PTM's *celink* logo
- 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 610px X 130px.
- 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](#)



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| Copy Submission Date | Copy Approval Date | Publication Date |
|----------------------|--------------------|--------------------|
| January 3, 2019 | January 7, 2019 | January 9, 2019 |
| January 17, 2019 | January 21, 2019 | January 23, 2019 |
| January 31, 2019 | February 4, 2019 | February 6, 2019 |
| February 13, 2019 | February 15, 2019 | February 20, 2019 |
| February 28, 2019 | March 4, 2019 | March 6, 2019 |
| March 14, 2019 | March 18, 2019 | March 20, 2019 |
| March 28, 2019 | April 1, 2019 | April 3, 2019 |
| April 11, 2019 | April 15, 2019 | April 17, 2019 |
| April 25, 2019 | April 29, 2019 | May 1, 2019 |
| May 9, 2019 | May 13, 2019 | May 15, 2019 |
| May 23, 2019 | May 27, 2019 | May 29, 2019 |
| June 6, 2019 | June 10, 2019 | June 12, 2019 |
| June 20, 2019 | June 24, 2019 | June 26, 2019 |
| July 4, 2019 | July 8, 2019 | July 10, 2019 |
| August 28, 2019 | August 30, 2019 | September 4, 2019 |
| September 12, 2019 | September 16, 2019 | September 18, 2019 |
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| October 9, 2019 | October 11, 2019 | October 16, 2019 |
| October 24, 2019 | October 28, 2019 | October 30, 2019 |
| November 7, 2019 | November 11, 2019 | November 13, 2019 |
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| December 5, 2019 | December 9, 2019 | December 11, 2019 |