PHARMA DIRECT

Most Comprehensive Pharmacist Reach

Reach | Frequency | Value
2020 RATE CARD

PharmaDirect, Canada's no. 1 bi-weekly pharmacy newsletter, is the leading channel for reaching pharmacists. With the most comprehensive database in the industry, **PharmaDirect** delivers the latest information through pharmacists' preferred distribution method, i.e. email or fax, thereby providing complete coverage.

PharmaDirect Online provides additional resources (see below).

All pharmacists are validated to be licensed and actively practicing, and they are continuously segmented by their primary/secondary activity.

News items appear under recognized StatComm banners for added impact.

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

Pharmacist Circulation

ENGLISH 29,080
FRENCH 8,872 = **37,952** | TOTAL AUDIENCE

July 2019

Excludes pharmacy technicians, assistants, students, researchers, and veterinary pharmacists

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

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

SPECIALISTS/ACADEMICS
Oncology
Nephrology
Geriatrics
Pediatrics
Diabetology
Asthma Educators
Respirology Educators
Cannabis
University - FT Educator
Counseling/Drug Info
Telehealth Pharmacy

DISTRIBUTORS
Wholesale
   (Dept Head/FT/PT)
Mail Order/PKG/Distribution
Retail - Chain Head Office
   (Dept Head/FT/PT)

MISC
Compounding
   (Chief/FT/PT)
Methadone
   (Chief/FT/PT)
Hospital Buying Groups
   (Purchasing Manager)
Poison Control &
Drug Info Centers
   (Medical Info Officer)
Pharmacy Associations
National/Provincial
   (Director)
Provincial Drug Benefit
Formularies
   (Director)
Health Insurance Companies
   (Pharmacy Benefit MGR)

PharmaDirect Online

ipharmadirect.com provides additional resources for pharmacists

- ◆ Hundreds of visits each week to review current and past editions
- ◆ Search function for topics of interest
- ◆ Classifieds
- ◆ Links to other pharmacy resources

PHARMA DIRECT™

Masthead Options

STATGRAM®

INFORx®

ClinicalStudy

Formulary *update*

Clinical News ALERT®
Données Cliniques IMPORTANTES

New Rx Nouveau

New Product® Nouveau Produit®

Rx with one of the following taglines: (Eng & Fr)

DOSAGE UPDATE
(MODIFICATION DE LA POSOLOGIE)

LINE EXTENSION
(ÉLARGISSEMENT DE LA GAMME)

PACKAGE CHANGE
(MODIFICATION DE L'EMBALLAGE)

AVAILABILITY UPDATE
(MISE À JOUR DE LA DISPONIBILITÉ)

DISCONTINUATION
(ABANDON DE PRODUIT)

PRICING UPDATE
(CHANGEMENT DE PRIX)

COPAY PROGRAM
(PROGRAMME DE COASSURANCE)

FORMULATION CHANGE
(CHANGEMENT DE FORMULATION)

PATIENT SUPPORT
(SOUTIEN AUX PATIENTS)

OTC **MVL** with one of the following taglines: (Eng & Fr)

DOSAGE UPDATE
(MODIFICATION DE LA POSOLOGIE)

LINE EXTENSION
(ÉLARGISSEMENT DE LA GAMME)

PACKAGE CHANGE
(MODIFICATION DE L'EMBALLAGE)

AVAILABILITY UPDATE
(MISE À JOUR DE LA DISPONIBILITÉ)

DISCONTINUATION
(ABANDON DE PRODUIT)

PRICING UPDATE
(CHANGEMENT DE PRIX)

NEW FORMULATION
(NOUVELLE FORMULATION)

FORMULATION CHANGE
(CHANGEMENT DE FORMULATION)

COPAY PROGRAM
(PROGRAMME DE COASSURANCE)

PATIENT SUPPORT
(SOUTIEN AUX PATIENTS)

SAMPLE OFFER
(OFFRE D'ÉCHANTILLON)

CONTINUING EDUCATION MESSAGES

CE·FC SYMPOSIUM

*ce*link

PRODUCT AWARENESS MESSAGES

Mastheads are not applicable to Product Awareness (Sensibilisation au produit) insertions.

Sections & Rates

PHARMA DIRECT ™

SINGLE INSERTION PROGRAMS

News & Resource Messages

| INSERTION (select masthead) | Client hosted clickthrough page | $2,250/placement |
| | PTM hosted clickthrough page | $2,450/placement |

Continuing Education (CE) Messages

CE LINK	Direct link to program	$1,300/placement
INSERTION (CE masthead)	Client hosted clickthrough page	$2,250/placement
	PTM hosted clickthrough page	$2,450/placement

Product Awareness Messages

BANNER	Client hosted clickthrough page	$1,700/placement
	PTM hosted clickthrough page	$1,900/placement
INSERTION (no masthead)	Client hosted clickthrough page	$2,250/placement
	PTM hosted clickthrough page	$2,450/placement

BUNDLE PROGRAMS

BUNDLE PACKAGE A

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

$18,750

BUNDLE PACKAGE B

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

$31,000

BUNDLE PACKAGE C

12-month contract, unlimited insertions (any format/issue)
$1,500 for each additional insertion after 4 within one issue*

$45,500

OPTION: EMAIL BROADCAST (SOLO)

Audience and content must align with insertion

$4,750

TERMS/CONDITIONS

* Year defined as 12 consecutive months.

1. Insertions are placed on a first come, first served basis, or at the discretion of PharmaDirect. **2.** Content is typeset by PharmaDirect. **3.** PharmaDirect reserves the right to postpone or cancel a scheduled publication. **4.** Upon request, PTM will provide a corporate usage report quarterly. **5.** Single PharmaDirect placements are eligible for a $275 discount with any StatComm branded communication program of the same news article (minimum value $1,000 and pharmacist audience).

PHARMA DIRECT ™

Reach | Frequency | Value
2020 DISTRIBUTION

Copy Submission Date	Copy Approval Date	Publication Date
January 2, 2020	January 6, 2020	January 8, 2020
January 16, 2020	January 20, 2020	January 22, 2020
January 30, 2020	February 3, 2020	February 5, 2020
February 12, 2020	February 14, 2020	February 19, 2020
February 27, 2020	March 2, 2020	March 4, 2020
March 12, 2020	March 16, 2020	March 18, 2020
March 26, 2020	March 30, 2020	April 1, 2020
April 8, 2020	April 13, 2020	April 15, 2020
April 23, 2020	April 27, 2020	April 29, 2020
May 7, 2020	May 11, 2020	May 13, 2020
May 21, 2020	May 25, 2020	May 27, 2020
June 4, 2020	June 8, 2020	June 10, 2020
June 18, 2020	June 22, 2020	June 24, 2020
July 2, 2020	July 6, 2020	July 8, 2020
August 27, 2020	August 31, 2020	September 2, 2020
September 10, 2020	September 14, 2020	September 16, 2020
September 24, 2020	September 28, 2020	September 30, 2020
October 7, 2020	October 9, 2020	October 14, 2020
October 22, 2020	October 26, 2020	October 28, 2020
November 5, 2020	November 9, 2020	November 11, 2020
November 19, 2020	November 23, 2020	November 25, 2020
December 3, 2020	December 7, 2020	December 9, 2020
December 30, 2020	January 4, 2021	January 6, 2021

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