

## 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.

[READ MORE](#)



- MASTHEAD** - Uses CE Masthead
- 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**”

### 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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# 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