

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

2 *celink*

3 Medication Use in XYZ- Online Course

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

[Proceed to CE](#)

5

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

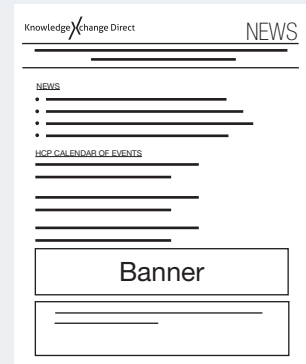
Dimensions: 19.6cm x 4.2cm | **Category Title** | **Announcement:** Provide finished artwork appropriate for fax

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



2019 SCHEDULE

Copy Submission Date	Copy Approval Date	Publication Date
January 24, 2019	January 28, 2019	January 30, 2019
February 21, 2019	February 25, 2019	February 27, 2019
March 21, 2019	March 25, 2019	March 27, 2019
April 17, 2019	April 22, 2019	April 24, 2019
May 15, 2019	May 17, 2019	May 22, 2019
June 13, 2019	June 17, 2019	June 19, 2019
August 22, 2019	August 26, 2019	August 28, 2019
September 19, 2019	September 23, 2019	September 25, 2019
October 17, 2019	October 21, 2019	October 23, 2019
November 14, 2019	November 18, 2019	November 20, 2019