

NEWS & RESOURCE MESSAGES

INSERTION (SELECT MASTHEAD)

	<p>PRODUCT X® TABLETS ARE NOW BACK IN STOCK</p> <p>Product X® tablets provide targeted relief for pain & discomfort. With a revised indication & updated product monograph, the tablets are now lactose free.</p> <p>READ MORE</p>	
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- 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)

	<p>NEW ONLINE ACCREDITED PROGRAM AVAILABLE</p> <p>Introducing "New Accredited Program". New formation for professionals, now available online.</p> <p>READ MORE</p>	
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- 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

	<p>Medication Use in XYZ - Online Course</p> <p>Certification: CCCEP for 1.00 CEU(s) Duration (approximate): 1 hour</p> <p style="text-align: right;">Proceed to CE</p>
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- 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

	<p>Learn about the Brand C Patient Support Program</p> <p style="text-align: center;">Visit</p>
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- 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).

<p>COLD AND FLUS ARE STILL HERE. HELP RELIEVE COLD AND FLU SYMPTOMS WITH PRODUCT Y®.</p> <p>Product Y® helps to relieve symptoms of sore throat, fever, cough, headache and runny nose.</p> <p>READ MORE</p>	
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Reach | Frequency | Value

2021 DISTRIBUTION

Copy Submission Date	Copy Approval Date	Publication Date
December 30, 2020	January 4, 2021	January 6, 2021
January 14, 2021	January 18, 2021	January 20, 2021
January 28, 2021	February 1, 2021	February 3, 2021
February 10, 2021	February 12, 2021	February 17, 2021
February 25, 2021	March 1, 2021	March 3, 2021
March 11, 2021	March 15, 2021	March 17, 2021
March 25, 2021	March 29, 2021	March 31, 2021
April 8, 2021	April 12, 2021	April 14, 2021
April 22, 2021	April 26, 2021	April 28, 2021
May 6, 2021	May 10, 2021	May 12, 2021
May 19, 2021	May 21, 2021	May 26, 2021
June 3, 2021	June 7, 2021	June 9, 2021
June 17, 2021	June 21, 2021	June 23, 2021
June 30, 2021	July 5, 2021	July 7, 2021
August 26, 2021	August 30, 2021	September 1, 2021
September 9, 2021	September 13, 2021	September 15, 2021
September 23, 2021	September 27, 2021	September 29, 2021
October 6, 2021	October 8, 2021	October 13, 2021
October 21, 2021	October 25, 2021	October 27, 2021
November 4, 2021	November 8, 2021	November 10, 2021
November 18, 2021	November 22, 2021	November 24, 2021
December 2, 2021	December 6, 2021	December 8, 2021