

## NEWS INSERT *(specific layout)*

**Placement of client supplied content.**  
Content is typeset by PTM and formatted to a PharmaDirect standard/specific layout.

**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 a masthead that best aligns with the message - see available masthead options on the following page  
*Appears as a section heading, under which all similar messaging in the publication falls under*
- HEADLINE:** Supply brief copy communicating the subject (<10 words), in plain text  
*Appears as 12pt Arial font (16px), uppercase (branding excepted), bolded, no punctuation*
- BODY:** Supply brief copy communicating key message (<30 words), in plain text  
*Appears as a single paragraph (no line breaks), 12pt Arial font (16px), no all-caps, no bolding; may include fair balance copy - 9pt Arial font (10px, 62.5% of the body copy), appears below CTA line*
- IMAGE:** Supply hi-res TIFF or JPEG files, 300 dpi (max 2 images)  
*Appears at lower right corner, right aligned, scaled to size*
- CLICKTHROUGH PAGE:** Supply hi-res PDF (if PTM hosted), or URL (if client hosted)  
*Standard CTA appears as "READ MORE" or "LEARN MORE" (EN SAVOIR PLUS), uppercase, bolded, blue/underlined, single URL per insert*

## BANNER INSERT *(flexible layout)*

**Placement of client supplied prepared artwork.** Advantageous when a flexible layout is required. While any message may utilize the banner format, this option is best suited for brand awareness messaging.





**Brand C**  
Patient Support Program

Learn about the Brand C Patient Support Program

[Visit](#)

- MASTHEAD:** Choose a masthead that best aligns with the message - see available masthead options on the following page  
*Appears as a section heading, under which all similar messaging in the publication falls under*
- CLIENT-PREPARED ARTWORK:** Supply hi-res (300 dpi or vector), finished artwork, sized 1300 x 277px  
*Appears as provided*
- CLICKTHROUGH PAGE:** Supply hi-res PDF (if PTM hosted), or URL (if client hosted)  
*Single URL per insert*

## CE LINK INSERT *(specific layout)*

**Placement of client supplied content.**  
This option is used for online courses with a direct link to the learning platform. Content is typeset by PTM and formatted to a PharmaDirect standard/specific layout.

**Medication Use in XYZ - Online Course**

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

[Proceed to CE](#)

- MASTHEAD:** Uses CE LINK  
*Appears as a section heading, under which all similar messaging in the publication falls under*
- HEADLINE:** Supply hi-res (300 dpi or vector), finished artwork, sized 1300 x 277px  
*Appears as provided*
- BODY:** Supply course certification and approximate duration, in plain text
- LINK:** Supply URL (direct to CE)  
*Standard CTA appears as "Proceed to CE"*

ENGLISH	FRENCH
STATGRAM	STATGRAM
INFO RX	INFO RX
NEW RX	NOUVEAU RX
NEW PRODUCT	NOUVEAU PRODUIT
PRODUCT INFORMATION	INFORMATION DU PRODUIT
FORMULARY UPDATE	NOUVELLES DU FORMULAIRE
MISE À JOUR LISTE DES MÉDICAMENTS DU QUÉBEC	MISE À JOUR LISTE DES MÉDICAMENTS DU QUÉBEC
CLINICAL NEWS ALERT	DONNÉES CLINIQUES IMPORTANTS
CLINICAL STUDY	ÉTUDE CLINIQUE
CE SYMPOSIUM	FC SYMPOSIUM
CE LINK	CE LINK
EDUCATIONAL PROGRAM	PROGRAMME ÉDUCATIF
*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
*FORMULATION CHANGE	*CHANGEMENT DE FORMULATION
*PATIENT SUPPORT	*SOUTIEN AUX PATIENTS
*PHARMACIST SUPPORT	*SOUTIEN AUX PHARMACIENS
*PHARMACIST & PATIENT SUPPORT	*SOUTIEN AUX PHARMACIENS ET AUX PATIENTS
*HCP & PATIENT SUPPORT	*SOUTIEN AUX PROFESSIONNELS DE LA SANTÉ ET AUX PATIENTS
RX COPAY PROGRAM	RX PROGRAMME DE COASSURANCE
OTC NEW FORMULATION	MVL NOUVELLE FORMULATION
OTC SAMPLE OFFER	MVL OFFRE D'ÉCHANTILLON
PRODUCT AWARENESS	SENSIBILISATION AU PRODUIT

*\* Where applicable - RX or OTC (MVL) may appear at the front of the tagline (i.e., RX AVAILABILITY UPDATE)*

## PHARMADIRECT EDITOR REVIEW

All content appearing in PharmaDirect must be first submitted to the PharmaDirect Editor through your Account Director/Account Service Manager team for acceptance to publish. Submission of content for review is required prior to the scheduled Copy Submission Date which is intended for submission of **complete & final** assets following PD Editor review feedback.

**Contact your PTM Account Director/Account Service Management team for any questions.**



# Reach | Frequency | Value

## 2023 DISTRIBUTION

Copy Submission Date	Copy Approval Date	Publication Date
January 5, 2023	January 9, 2023	January 11, 2023
January 19, 2023	January 23, 2023	January 25, 2023
February 2, 2023	February 6, 2023	February 8, 2023
February 15, 2023	February 17, 2023	February 22, 2023
March 2, 2023	March 6, 2023	March 8, 2023
March 16, 2023	March 20, 2023	March 22, 2023
March 30, 2023	April 3, 2023	April 5, 2023
April 13, 2023	April 17, 2023	April 19, 2023
April 27, 2023	May 1, 2023	May 3, 2023
May 11, 2023	May 15, 2023	May 17, 2023
May 25, 2023	May 29, 2023	May 31, 2023
June 8, 2023	June 12, 2023	June 14, 2023
June 22, 2023	June 26, 2023	June 28, 2023
July 6, 2023	July 10, 2023	July 12, 2023
August 30, 2023	September 1, 2023	September 6, 2023
September 14, 2023	September 18, 2023	September 20, 2023
September 28, 2023	October 2, 2023	October 4, 2023
October 12, 2023	October 16, 2023	October 18, 2023
October 26, 2023	October 30, 2023	November 1, 2023
November 9, 2023	November 13, 2023	November 15, 2023
November 23, 2023	November 27, 2023	November 29, 2023
December 7, 2023	December 11, 2023	December 13, 2023