

NEWS INSERT *(follows a 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](#)



- 1. 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*
- 2. HEADLINE:** Supply brief copy communicating the subject (<10 words), in plain text *Appears as 12pt Arial font (16px), uppercase (branding excepted), bolded, no punctuation*
- 3. 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*
- 4. IMAGE:** Supply hi-res TIFF or JPEG files, 300 dpi (max 2 images) *Appears at lower right corner, right aligned, scaled to size*
- 5. 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.





Learn about the Brand C Patient Support Program

[Visit](#)

- 1. 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*
- 2. CLIENT-PREPARED ARTWORK:** Supply hi-res (300 dpi or vector), finished artwork, sized 1300 x 277px *Appears as provided*
- 3. CLICKTHROUGH PAGE:** Supply hi-res PDF (if PTM hosted), or URL (if client hosted) *Single URL per insert*

CE LINK INSERT *(follows a 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](#)

- 1. MASTHEAD:** Uses CE LINK *Appears as a section heading, under which all similar messaging in the publication falls under*
- 2. HEADLINE:** Supply hi-res (300 dpi or vector), finished artwork, sized 1300 x 277px *Appears as provided*
- 3. BODY:** Supply course certification and approximate duration, in plain text
- 4. 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
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.

NEW! Weekly publications during peak seasons! (Mar-May & Sept-Nov)

Copy Submission Date	Copy Approval Date	Publication Date
January 4, 2024	January 8, 2024	January 10, 2024
January 18, 2024	January 22, 2024	January 24, 2024
February 1, 2024	February 5, 2024	February 7, 2024
February 14, 2024	February 16, 2024	February 21, 2024
February 29, 2024	March 4, 2024	March 6, 2024
March 7, 2024	March 11, 2024	March 13, 2024
March 14, 2024	March 18, 2024	March 20, 2024
March 21, 2024	March 25, 2024	March 27, 2024
March 27, 2024	April 1, 2024	April 3, 2024
April 4, 2024	April 8, 2024	April 10, 2024
April 11, 2024	April 15, 2024	April 17, 2024
April 18, 2024	April 22, 2024	April 24, 2024
April 25, 2024	April 29, 2024	May 1, 2024
May 2, 2024	May 6, 2024	May 8, 2024
May 9, 2024	May 13, 2024	May 15, 2024
May 15, 2024	May 17, 2024	May 22, 2024
May 23, 2024	May 27, 2024	May 29, 2024
June 6, 2024	June 10, 2024	June 12, 2024
June 20, 2024	June 24, 2024	June 26, 2024
July 4, 2024	July 8, 2024	July 10, 2024
August 28, 2024	August 30, 2024	September 4, 2024
September 5, 2024	September 9, 2024	September 11, 2024
September 12, 2024	September 16, 2024	September 18, 2024
September 19, 2024	September 23, 2024	September 25, 2024
September 26, 2024	September 30, 2024	October 2, 2024
October 3, 2024	October 7, 2024	October 9, 2024
October 9, 2024	October 11, 2024	October 16, 2024
October 17, 2024	October 21, 2024	October 23, 2024
October 24, 2024	October 28, 2024	October 30, 2024
October 31, 2024	November 4, 2024	November 6, 2024
November 7, 2024	November 11, 2024	November 13, 2024
November 14, 2024	November 18, 2024	November 20, 2024
November 21, 2024	November 25, 2024	November 27, 2024
December 5, 2024	December 9, 2024	December 11, 2024