PHARMADIRECT™

PLACEMENT OPTIONS & SPECIFICATIONS

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.

Brand C
Patient Support Program

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"

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Masthead Options

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.

PHARMA DIRECT »»

Reach | Frequency | Value
2025 DISTRIBUTION

Bi-weekly publications, plus an extra issue each quarter!

Copy Submission Date	Copy Approval Date	Publication Date
January 2, 2025	January 6, 2025	January 8, 2025
January 16, 2025	January 20, 2025	January 22, 2025
January 30, 2025	February 3, 2025	February 5, 2025
*February 6, 2025	February 10, 2025	February 12, 2025
February 12, 2025	February 14, 2025	February 19, 2025
February 27, 2025	March 3, 2025	March 5, 2025
March 13, 2025	March 17, 2025	March 19, 2025
March 27, 2025	March 31, 2025	April 2, 2025
April 10, 2025	April 14, 2025	April 16, 2025
April 24, 2025	April 28, 2025	April 30, 2025
May 8, 2025	May 12, 2025	May 14, 2025
*May 14, 2025	May 16, 2025	May 21, 2025
May 22, 2025	May 26, 2025	May 28, 2025
June 5, 2025	June 9, 2025	June 11, 2025
June 19, 2025	June 23, 2025	June 25, 2025
July 3, 2025	July 7, 2025	July 9, 2025
*August 21, 2025	August 25, 2025	August 27, 2025
August 27, 2025	August 29, 2025	September 3, 2025
September 11, 2025	September 15, 2025	September 17, 2025
September 25, 2025	September 29, 2025	October 1, 2025
October 8, 2025	October 10, 2025	October 15, 2025
October 23, 2025	October 27, 2025	October 29, 2025
November 6, 2025	November 10, 2025	November 12, 2025
*November 13, 2025	November 17, 2025	November 19, 2025
November 20, 2025	November 24, 2025	November 26, 2025
December 4, 2025	December 8, 2025	December 10, 2025

*Additional Issues