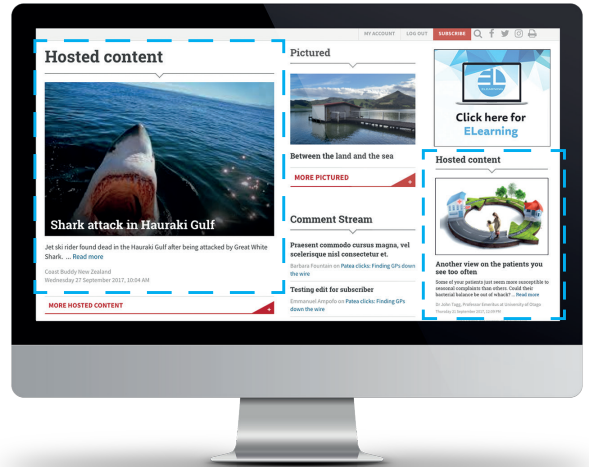# Digital

Pharmacy Today reaches a varied pharmacy audience through their website, eNewsletters, ELearning and Facebook.

PHARMACY TODAY WEBSITE

Updated daily during the week, now you can connect with pharmacists who regularly log on, and check out the latest in the world of pharmacy. There are news updates, business stories, blogs, videos and the chance to have your say through online polls and comments.

WEBSITE DISPLAY ADVERTISING SPECIFICATIONS

Run of site top banner ....$250 per week
Maximum 4 x rotations and must provide all three ad sizes

Desktop ....970 pixels W x 250 pixels H
Desktop scrolling ....980 pixels W x 120 pixels H
(the ad sits at the top of the article as it scrolls underneath)
Mobile ....300 pixels W x 250 pixels H

Medium rectangle tile ad ....$250 per week
Two small positions or one large position available
(both spaces pictured)

Small ....300 pixels W x 250 pixels H
Large ....300 pixels W x 600 pixels H

Up to four unique ad spaces available per location.
Ads rotate with each click and refresh.

HOSTED CONTENT

Integrated among *Pharmacy Today*'s editorial content, our new hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers of your point of difference in the market.

Treated as an article rather than an advertisement space, the content is mobile and tablet-friendly, searchable and sharable through social media. This content also benefits from our related-links feature, click through, to an internal or external website and is saved in our archives. Finally, this is available to everyone as viewers don't need to log in to read your content.

The below spaces are the specs for the synopsis or preview on the *Pharmacy Today* home page.
This will click through to a full web page containing your content.

Large .... $1600 per month
Measurements .... 627 pixels W x 595 pixels W

Small ....$1200 per month
Measurements .... 215 pixels W x 204 pixels W

Press releases .... FREE

Packages available

Acceptable file formats for all web content include gif, jpeg, animated gif, or HTML5 (must be embedded with the click tag). For website advertisements, all artwork must be 50kb or less and accompanied by a URL.

Hosted content's main image (the image/video on the Home page) must be less than 50mb.