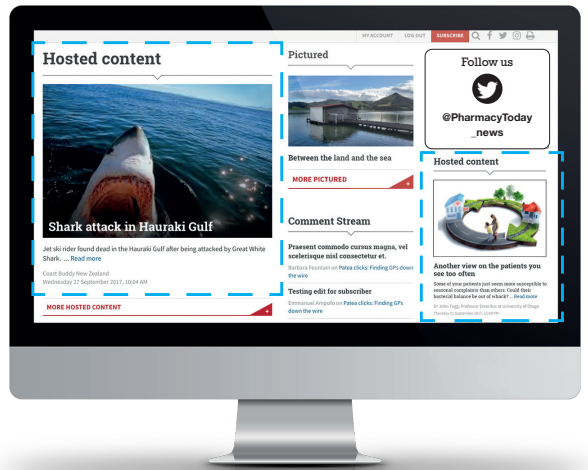


Digital

Pharmacy Today reaches a varied pharmacy audience via the website www.pharmacytoday.co.nz, @PharmacyToday newsletter, and Pharmacy Today facebook page.



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.....\$600 per week
Maximum 4 x rotations and must provide all three ad sizes

Desktop970 pixels W x 250 pixels H
Desktop scrolling980 pixels W x 120 pixels H
(the ad sits at the top of the article as it scrolls underneath)
Mobile300 pixels W x 250 pixels H

Medium rectangle tile ad\$400 per week
Two small positions or one large position available

Small300 pixels W x 250 pixels H

Ads rotate with each click and refresh.

Depending on your requirements, your online advertisements can be displayed to logged-in subscribers only or all site visitors.

HOSTED CONTENT

Integrated among Pharmacy Today's editorial content, our 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.....\$2200 per month
Measurements 627 pixels W x 353 pixels H

Small\$1800 per month
Measurements 300 pixels W x 225 pixels H

Paid press releases\$100

File Formats

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 200kb or less and accompanied by a URL.

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



@PharmacyToday eNewsletter

Published each Wednesday.

Medium rectangle \$300 per newsletter

Measurements 300 pixels W x 250 pixels H

All rates exclude GST.

The acceptable file formats are jpg and gif. Maximum file size is 200kb.

Advertising artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz

CLASS

CLASS is a digital library containing all *Pharmacy Today's* ENHANCE-accredited articles, and a selection of product training courses.

These can be found under the Educate button on our website pharmacytoday.co.nz/article/educate
Courses are added monthly and all registered users are notified of new courses monthly via email.



CONTACTS

For online display and PT newsletter enquiries and booking, please contact

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For advice about advertising in the Free Classifieds section and pricing options for advertising in the Professional Classifieds section, please contact

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