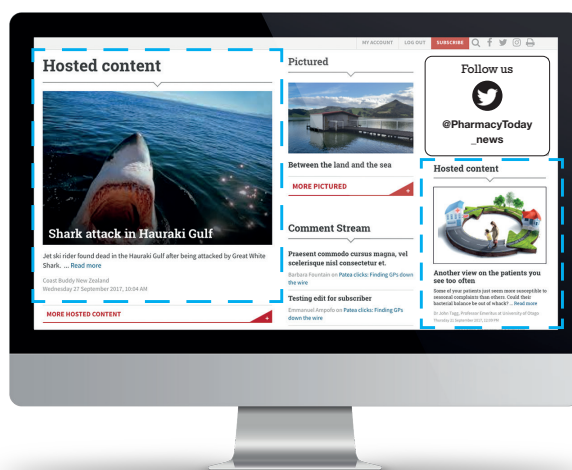


## Digital

*Pharmacy Today* reaches a varied pharmacy audience via the website [www.pharmacytoday.co.nz](http://www.pharmacytoday.co.nz), @PharmacyToday enewsletter, 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.....\$500 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 .....\$300 per week

Two small positions or one large position available

Small .....300 pixels W x 250 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 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.....\$2000 per month

Measurements ..... 627 pixels W x 595 pixels H

Small .....\$1600 per month

Measurements ..... 215 pixels W x 204 pixels H

Press releases .....FREE

### Packages available

#### 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 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.

## @PharmacyToday eNewsletter

Published each Wednesday.

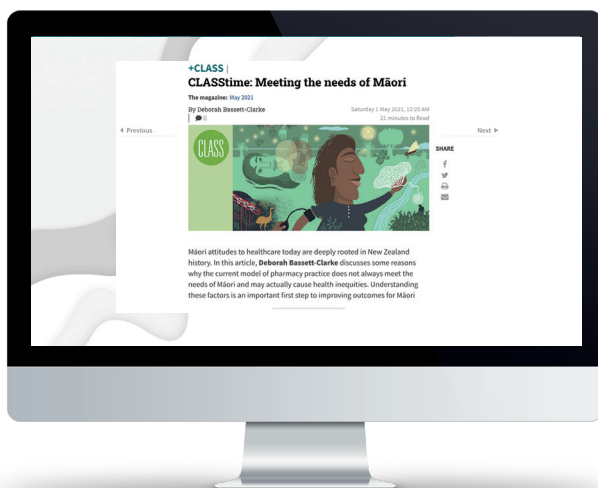
Medium rectangle ..... \$300 per newsletter

Measurements ..... 300 pixels W x 250 pixels H

All rates exclude GST.

The acceptable file formats are jpg and gif. Maximum file size is 20kb.

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



For information on developing training courses,  
contact Juliet Cavanagh-Eyre on +64-29-0203 8938 or  
jcavanagheyre@pharmacytoday.co.nz

## CLASS

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

Courses are added monthly and all registered users are  
notified of new courses monthly via email.



Medium rectangle ..... \$300 per week

Measurements ..... 300 pixels W x 250 pixels H

Large rectangle ..... \$600 per week

Measurements ..... 300 pixels W x 600 pixels H

## FACEBOOK

The *Pharmacy Today* facebook page is our most popular social platform. It  
is used primarily to support promotional activity, such as boosting views of  
hosted content on the website, or an independent story printed in *Pharmacy  
Today*.

The posts may be shared across our LinkedIn and  
*New Zealand Doctor* facebook page to connect  
your brand's message to all our readers.

facebook post..... \$300 per post

