

A Publication of **Pharmacists Manitoba Inc.**

COMMUNICATION



Pharmacists Manitoba was established in 1972.

It is a not-for-profit, voluntary organization whose purpose is to enhance the recognition and compensation of professional services while inspiring excellence in practice.

Published by
Pharmacists Manitoba

Communication, is currently distributed via email to approximately 1,100 pharmacists, pharmacy students and industry members across Manitoba four times a year. This electronic journal is also posted to the Pharmacists Manitoba website for all members to access at any time.

A DIRECT LINE OF COMMUNICATION

One reason for *Communication's* popularity with Manitoba pharmacists is the strong continuing education component in each issue. Members obtain these CE units to support their annual continuing education requirements. We also have excellent relevant articles that keep our members up-to-date on the latest issues in pharmacy.

Communication is a high quality, full-colour electronic magazine that reflects the importance of pharmacy to the health, well-being and economy of Manitoba. We hope you agree its current, gracious and airy look is enticing to look at, and a pleasure to read.

By advertising in *Communication*, your advertising dollars go a long way. Pharmacists often reference previous issues for the information they need to practice at their best.

ADVERTISING SIZES & DIMENSIONS

AD SIZE	WIDTH	DEPTH
Full Page / Cover	8-1/2"	11"
1/2 Page (vertical)	3-1/2"	9-3/4"
1/2 Page (horizontal)	7-1/4"	4-3/4"
1/3 Page (vertical)	3-1/2"	6-1/2"
1/3 Page (horizontal)	7-1/4"	3"
1/4 Page	3-1/2"	4-1/2"
1/6 Page	3-1/2"	3"
1/8 Page	3-1/2"	2-1/4"

ADVERTISING RATES

(4-Colour)

All rates are net per issue and in Canadian funds.
Applicable taxes extra.

AD SIZE	1 ISSUE	3 ISSUES (5% Discount)	4 ISSUES (10% Discount)
Inside Front Cover	\$1,268.00	\$1,205.00	\$1,141.00
Inside Back Cover	1,238.00	1,176.00	1,114.00
Full Page (Interior)	1,118.00	1,062.00	1,006.00
Outside Back Cover	1,118.00	1,062.00	1,006.00
1/2 Page	683.00	649.00	615.00
1/3 Page	540.00	513.00	486.00
1/4 Page	398.00	378.00	358.00
1/6 Page	278.00	264.00	250.00
1/8 Page	248.00	235.00	223.00

OUTSERTS

Maximum size: 8-1/2" x 11" pages – cost of \$900

CIRCULATION

Communication is currently distributed via email to approximately 1,100 pharmacists, pharmacy students and industry members across Manitoba four times a year. This electronic journal is also posted to the Pharmacists Manitoba website for all members to access at any time.

ISSUE DATES & DEADLINES

COVER DATE	BOOKING DEADLINE	COPY DEADLINE	ISSUE DATE
April / May / June	January 20	February 1	March 1
July / August /			
September	May 15	May 30	June 15
October /			
November /			
December	August 22	September 1	October 1
January /			
February / March	November 22	December 1	January 1

AD DESIGN REQUIREMENTS

The design process for *Communication* is completely digital; all artwork must be supplied in digital format. One proof is included with production charges.

Digital Requirements: When supplying image files, acceptable formats include TIF, EPS and JPG at a minimum resolution of 300 dpi at full size. Ensure images are saved in CMYK mode (not RGB mode). Graphics supplied in EPS format must have all fonts converted to outlines. PDF files are acceptable, provided they have been saved at high resolution (300 dpi, Press Optimized). Ads will link to webpage or website. Webpage link must be supplied with final artwork.

Acceptable Applications: Adobe Illustrator, Adobe Photoshop, Adobe InDesign or Adobe Acrobat PDF.

File Transfer: Files under 5 MB may be emailed. Be sure to include the design file, along with all screen and printer fonts and graphic files. Please Stuff / ZIP files before emailing.

Email artwork to info@pharmacistsmb.ca

To Advertise:

P: 204-956-6680/ TF: 1-800-677-7170

F: 204-956-6686

E: info@pharmacistsmb.ca

Published by Pharmacists Manitoba

201 – 90 Garry Street

Winnipeg, Manitoba R3C 4H1

www.pharmacistsmb.ca