

e-Pharmaciae is the official publication of the South African Pharmacy Council and is published on behalf of the Council under the supervision of the Registrar, Mr TA Masango (Editor-in-Chief)

It is the online flagship publication available to pharmacists and other pharmacy personnel who are registered with the South African Pharmacy Council. Utilising *e-Pharmaciae* as an online advertising medium can give your product / message a competitive urge that only an official publication read by all pharmacy professionals can provide..

e-Pharmaciae reflects the high professional standards of the South African Pharmacy Council as the registering authority of pharmacists in South Africa. It currently has an *e-circulation* in excess of 32 000 pharmacy professionals.

e-Pharmaciae is a credible communication vehicle, which provides essential reading for those who want accurate, timeous and unbiased information on what is happening in pharmacy today. The aim of the journal is to enlighten, motivate and inform its readers. *Pharmaciae* is positioned to facilitate development and improvement in pharmacy in general, specifically pharmacy practice.

e-Pharmaciae is distributed triannually to every registered pharmacist, pharmacy intern, pharmacy student and pharmacy support personnel. It is also sent to various public libraries and Parliament.

The readers of *e-Pharmaciae* are the largest group of healthcare and medicines providers and interact with end-users of medication on a daily-basis. They are not only professional healthcare personnel but are, in fact, ordinary citizens of South Africa sharing the same interests as every other average South African.

In 2017, our website (www.sapc.za.org) was visited by 769,811 people, with 4.6 million page views, 27.1% new visitors

QUICK FACTS: PHARMACIAE

- *Pharmaciae* is the official mouthpiece of the SAPC.
- *Pharmaciae e-circulation* run - excess of 32 000 pharmacy professionals.
- *Pharmaciae* distribution - pharmacists, pharmacy interns, pharmacy students and pharmacy support personnel.
- *Pharmaciae* features 3 issues p.a.
- *Pharmaciae* is essential reading for those who want accurate, timeous and unbiased information on what is happening in pharmacy today.

Advertising Options - The best combination for exposure is: Wide Banner on the Newsletter [600px (w) x 200px (h)] and a Sidebar Banner [230px (w) x 230px (h)] visible on every page (see examples below). **Final Artwork** - RGB, 150 DPI (JPEG, PNG) **NOTE: Sidebar Banner artwork size should be 300px x 300px for enlarged display on mobile devices.**

You can have a wide banner on the Newsletter as well as on the Website.

PHARMACIAE *ePharmaciae*
Vol 4 No 2 - Dec 2017
Available here



* Newsletter: 600px (w) x 200px (h) / * Website: 890px (w) x 250px (h) R7000 each

Edition	Closing date articles *PC	Closing date for adverts	Sign off by Registrar	E-mail date
NB: The dates below are provisional and may change marginally. Changes will, however, be avoided if possible				
April	05.04.18	05.04.18	19.04.18	25.04.18
July	05.07.18	05.07.18	19.07.18	26.07.18
December	14.11.18	14.11.18	21.11.18	01.12.18

- The *July Pharmaciae* is a special edition to promote Pharmacy Month in September
- Copyright reserved – *Pharmaciae* invites articles. Any person who wishes to submit an article for publication should contact the editor for guidelines

ADVERTISING GUIDELINES

The following advertisements may be considered by the Publication Committee for publication in *Pharmaciae*:

- Health related advertisements, including but not limited to health information, literature and programmes.
- Educational programmes, continuing education courses and health related literature.
- Vacancies for pharmacists, interns and pharmacy support personnel (private & public sector).
- Health insurance.
- General corporate advertisements.
- Non-medicine related health products.
- Advertisements for medicine registered in terms of the Medicines and Related Substances Control Act, 1965 as amended ("the Act"), which meet all the requirements of the Act regarding the advertising of medicine, including any marketing code published in terms of the Act.

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The absolute best location for an advertisement is in the sidebar as it is visible on every page throughout the issue / edition. 230 x 230 px (R7000)

REGRETTABLY advertisements for Pharmacies for sale or recruiting pharmacists to work in other countries will not be accepted for publication

Terms and Conditions

- Any requests for guaranteed positions will be subject to a surcharge.
 - All advertisements are accepted subject to approval, upon electronic artwork being supplied in the right formats.
 - Should we have to undertake additional work due to incompatibilities/corrections or for whatever reason, the standard artwork fee will be charged to the client.
 - Responsibility cannot be accepted for damage to, or loss of copy.
 - Illustrations and display are done in accordance with the standards of the publication.
 - Deadline schedule: Bookings 2 weeks prior to date of publication.
 - Cancellation: 6 weeks prior to month of publication.
- Discount for advance bookings: less 5% on casual rates for 2+ bookings*