



# PHARMACIAE

August 2017

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**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)

**e-Pharmaciae** is the online flagship publication available to pharmacists and other pharmacy personnel who are registered with the South African Pharmacy Council. Utilising *Pharmaciae* as online advertising medium can give you an affordable means of putting your message in front of the exact marketing medium you are trying to reach.

**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 32 278 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, as well as pharmacy practice.

**e-Pharmaciae** is distributed bi-monthly to every registered pharmacist, pharmacy intern, pharmacy student and pharmacy support personnel, to various public libraries and to Parliament. The readers of **e-Pharmaciae** represent a large group of consumers with major buying power. 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 2016 on [www.sapc.za.org](http://www.sapc.za.org)  
891,126 people visited us  
with 5 510 494 page views  
26.3% new visitors

## QUICK FACTS: PHARMACIAE

- **Pharmaciae** is the official mouth piece of the SAPC.
- **Pharmaciae** e-circulation run: 32 278 pharmacy professionals.
- **Pharmaciae** distribution -pharmacists, pharmacy interns, pharmacy students and pharmacy support personnel;
- **Pharmaciae** features 2 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.



\* Newsletter: 600px (w) x 200px (h) / \* Website: 890px (w) x 250px (h) R5000 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				
July mid-year	05.07.17	05.07.17	19.07.17	26.07.17
December	14.11.17	14.11.17	21.11.17	01.12.17

- The July *Pharmaciae* is a special edition to promote Pharmacy Month (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 all the requirements of the Act regarding the advertising of medicine, including any marketing code published in terms of the Act are met

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The absolute best location for an advertisement is in the sidebar as "this" is visible on every page throughout the issue / edition. 230 x 230 px (R5000)

**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 and conditionally upon electronic artwork supplied in the right formats.
- Should we have to undertake additional work due to incompatibilities/corrections or for whatever reason, the standard studio 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**