



## Pharmacy Technician Society of Alberta

### Advertising Rate Card 2011 - 2012

#### Advertise with PTSA

Advertising with the Pharmacy Technician Society of Alberta will allow you to reach a specific demographic within the pharmacy industry. The following opportunities are available.

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#### Techs In Touch

Techs in Touch is a bi monthly publication that is mailed either electronically or by post to the more than 500 members of PTSA. The newsletter is well read by Pharmacy Technicians all over the province and throughout the country. Techs In Touch provides technicians with the latest news and developments within pharmacy.

#### Rates and Specifications (per one issue)

Full page advertisement (7 ½" x 9 ¼")	<b>\$500</b>
½ page advertisement (7 ½" x 4 ¼")	<b>\$250</b>
¼ page, business card size, or logo (3 ½" x 4 ¼" maximum)	<b>\$125</b>

Payment is due upon receipt of invoice. *All rates are subject to 5% GST.*

#### Design and Submission Requirements

All ads will be published in grey scale.

Submissions will be accepted via email to [info@pharmacytechnicians.ab.ca](mailto:info@pharmacytechnicians.ab.ca)

PDF, Word or JPEG formats are preferred. Alternative formats can be discussed.

Please include with your submission a contact name, phone number and any special comments as well as the organization name and mailing address to be used for invoicing purposes.

*Job advertisements will not be accepted in Techs In Touch. Please refer to the Job Posting opportunity.*

#### 2011 Issue Deadlines

	2011	2012
January/February	<b>January 15/11</b>	<b>January 15/11</b>
March/April	<b>March 15/11</b>	<b>March 15/11</b>
May/June	<b>May 15/11</b>	<b>May 15/11</b>
July/August	<b>July 15/11</b>	<b>July 15/11</b>
September/October	<b>September 15/11</b>	<b>September 15/11</b>
November/December	<b>November 15/11</b>	<b>November 15/11</b>

Cancellations or changes to a submitted ad after the stated deadline will not be accepted. If submissions are made after the current issue's deadline, the advertisement will be published in the following issue.

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## Job Posting

The Job Posting section of the PTSA website, [www.pharmacytechnicians.ab.ca](http://www.pharmacytechnicians.ab.ca) is available for advertising pharmacy technician and assistant career opportunities. Your job advertisement on the PTSA website will reach a broad market of well qualified pharmacy technicians and assistants. PTSA members will be directly informed of new job postings through a direct to member email.

### Rates and Specifications

30 day text posting (images are not accepted) **\$100**

Payment is due upon receipt of invoice. *Rate is subject to 5% GST.*

### Submission Requirements

Submissions are accepted online at

[http://www.pharmacytechnicians.ab.ca/page\\_submitajobad.php](http://www.pharmacytechnicians.ab.ca/page_submitajobad.php)

Job ads will be posted within 48 hours of submission. Direct to member email of new job postings will occur within 5 business days of posting.

Editing, additions or deletions to the submitted ad may be completed by contacting [nicole.kurylo@pharmacytechnicians.ab.ca](mailto:nicole.kurylo@pharmacytechnicians.ab.ca)

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## Direct to Member Email

PTSA members receive email notifications of the latest pharmacy news and trends. Direct to member email provides the opportunity for an exclusive message with HTML links.

### Rates and Specifications

One time message (text only) **\$100**

One time message (including logo/images) **\$250**

Payment is due upon receipt of invoice. *Rate is subject to 5% GST.*

Please contact us at [info@pharmacytechnicians.ab.ca](mailto:info@pharmacytechnicians.ab.ca) to confirm availability, specifications and submission requirements.

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## General Guidelines

PTSA will approve all advertising and have the right to refuse any submitted advertisements without disclosing a reason.

The advertisers assume liability for the content of advertisements.

Rates and available opportunities are subject to change without notice.

### Contact Us:

Email: [info@pharmacytechnicians.ab.ca](mailto:info@pharmacytechnicians.ab.ca)

Mail: PTSA, Box 52134, Edmonton, AB, T6G 2T5