

# Online and email advertising specification document.

**Section 1:** Online Advertising Specification  
UBM Medica - 2011

## Online Ad positions and sizes across the UBM Medica digital network

### General Information

This document will help guide you through the online ad requirements for our network.

All creative file sizes must be below 100 kb.

It is strongly advised that a URL is supplied to us which we can link to from your creative. This can take the form of a web page, Adobe (.pdf), Word document (.doc) or Powerpoint (.ppt) file which we can host for you.

### Types of creatives: Images, Rich media or Video?

#### 1) Image files:

For static or animated images, please supply us with a .gif file.

#### 2) Rich Media

For rich media, please supply us with a flash file .fla and .swf file with a backup .gif file. The .swf file **must** contain the following click tag coding:

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

#### 3) Video

For pre, mid and post rolls; please supply us with a .fla file. Please ensure the video does not exceed 20 seconds. It is advised that the video is 25 fps and the ratio is 16:9 wide screen. The .fla file **must** contain the following click tag coding:

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

For multiple URL links within .fla and .swf files, please insert more than one click tag changing the number after the "clickTag". Please see example below.

```
on (release) {
  getURL (_level0.clickTag2, "_blank");
}
```

The click tag coding allows users to interact with your campaign redirecting them to your designated URL should your ad be click on. The coding will also allow UBM Medica to monitor and report to you the performance of your ad.



[Sign up](#) for the SearchMedica newsletter for tips to help you find authoritative medical information online, quickly.

### [Request newsletter](#)

(Example 1.0)



(Example 2.0)

Ads must match the specifications in the table below.

The screenshot shows the Pulsetoday.co.uk website layout with several ad positions highlighted:

- TOP BANNER**: Located at the top of the page, above the main navigation.
- BUTTON**: A small rectangular button located to the right of the top banner.
- MPU 1**: A large rectangular area on the right side of the page, containing a video player and a Facebook social plug.
- MPU 2**: A large rectangular area on the right side of the page, below MPU 1, containing a video player and a Facebook social plug.
- TILE 1**: A small rectangular area on the right side of the page, below MPU 2, containing a 'No to 65' petition banner.
- SKY**: A large vertical rectangular area on the right side of the page, below TILE 1, containing a 'Letter of the week' and 'OPINION' section.
- TILE 2**: A small rectangular area on the right side of the page, below SKY, containing a 'Supermarket surgeries' article.
- BOTTOM BANNER**: A wide banner at the bottom of the page, above the footer.

Ad Position	Ad Area size (pixels)
Top Banner	468 x 60 or 728 x 90
MPU	300 x 250
Skyscraper	120 x 600
Tile 1 & 2	120 x 120, 120 x 90, 120 x 60
Button	192x90
Bottom Banner	728 x 90 or 468 x 60

(All creative file sizes must be under than 100kb.)

## Top Banner

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Pulse Learning | PulseToday | Practical Commissioning | Pulse Seminars
Sign in

# PULSE Learning

Online learning resource for GPs - earn CPD credits for clinical, GP commissioning and practice business topics

[Knowledge test](#) | [Clinical CPD](#) | [Commissioning CPD](#) | [Business & finance CPD](#) | [Free CPD](#) | [Case-based CPD](#) | [My CPD log](#) | [Membership](#)

**Test your knowledge**  
Use our 100-question Learning Needs Assessment to identify your weaker and stronger clinical knowledge areas

**Browse topics**

- Cardiovascular (22)
- Women's Health (19)
- Mental Health (17)
- Commissioning (15)
- Care of the elderly (14)
- Practice Business & Finance (14)
- Cancer (12)
- Respiratory medicine (12)
- Musculoskeletal medicine (12)
- Sexual health (11)

[MORE TOPICS >](#)

**Latest modules**

**Keeping people out of hospital - avoiding emergency admissions**  
FREE  
Dr Martyn Diaper outlines some key steps GPs can take in avoiding emergency admissions  
**1 CPD hour**

[Start module >](#)

**PulsePlus - Sexual health**  
FREE  
These five articles cover key questions on sexually transmitted infections, pelvic inflammatory disease, chlamydia, managing STIs in pregnancy and ethical and treatment dilemmas in sexual health.  
**3 CPD hours**

[Start module >](#)

**Key questions on sexually transmitted infections**  
FREE  
GUM physicians Dr David Barlow and Dr Helen Williams answer Dr Keith Hopcroft's questions on managing STIs in primary care  
**1.5 CPD hours**

[Start module >](#)

[MORE CPD MODULES >](#)

**Free membership**

- Up to 10 modules
- Knowledge test
- My CPD log

[Find out more >](#)

**Join up as a premium member**

Unlimited access to 200+ CPD modules for one year. Only £49.95 + vat

[Find out more >](#)

Search

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**Sign in**

Forgotten password?

Email

---

Password

---

Remember me

[Sign in](#)

Sign up for Pulse  
Education emails

**Learn with real-life scenarios**  
Our interactive Case-based Learning modules update you with the latest evidence and practical tips on all the big clinical hot topics

[LEARN MORE >](#)

**Try a FREE premium module**  
This sample case-based learning module on polymyalgia rheumatica will give you a taste of the benefits of premium membership

[LEARN MORE >](#)

**Earn CPD credits from the articles you read in Pulse**  
See all the latest FREE modules based on recent clinical articles published in Pulse

[LEARN MORE >](#)

**Attend a Pulse seminar**  
Earn CPD credits by coming to one of our range of education events covering clinical, business and commissioning topics

[LEARN MORE >](#)

**About CPD, appraisal and revalidation**  
All your queries answered on how the CPD credits system works, how you can gain bonus impact credits and how it all links into appraisal and revalidation

[LEARN MORE >](#)

**About PulseLearning**  
Everything you need to know about how to use this website to assess your learning needs, fill your knowledge gaps and earn CPD credits

[LEARN MORE >](#)

## MPU

## MPU

## Bottom banner

Ads must match the specifications in the table below.

Ad Position	Ad Area size (pixels)
Top Banner	468 x 60 or 728 x 90
MPU	300 x 250
Bottom Banner	468 x 60 or 728 x 90

(All creative file sizes must be under than 100kb.)

## SearchMedica.co.uk

Make SearchMedica my Home Page | Put SearchMedica On Your Site | Login | Register | Help

**SearchMedica**  
The medical search engine

GPs 
  Pharmacists 
  Nurses 
  Med Students

Osteitis Deformans

**Advanced Options**

UK Recommended Sites 
  Recommended Sites 
  NHS Sites Only 
  The entire Web

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**Latest news from:**

**PulseToday**  
Diabetes drivers f...  
GPs told to better...  
GPs told to switch...  
[more ++](#)

**BBC Health**  
North-South heart ...  
Warning over legal...  
NHS chiefs' waitin...  
[more ++](#)

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**Broaden/Narrow:**

Broader searches ++  
non-neoplastic bone disorder  
osteopenia

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**Results From:**

PulseToday (4)  
Gpnotebook (7)

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**Useful Sites:**

Chemist and Druggist  
Doctors.net.uk  
GMC  
Nursing Times

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**Your results for search term "Osteitis Deformans"**

Results 1-10 of 4,572

**Refine your search by category:**

Drug Information (2)    Condition Overviews (3)    Clinical Reviews (2)  
 Research Papers (3)    Guidelines (2)    Investigation/Diagnosis (2)  
 Treatment/Management (3)    Patient Information (1)

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1 [Sciatica - Causes - NHS Choices](#)

diseases of the bone such as **Paget's disease** See the Health A-Z topic on lumbar decompressive surgery ...  
<http://www.nhs.uk/Conditions/Sciatica/Pages/Causes.aspx?r=1&title=Sciatica++Causes>  
[www.nhs.uk](http://www.nhs.uk) [Was this helpful?](#)

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2 [Breast Cancer and Lymphedema Symptoms, Diagnosis, Treatment, Prevention and Prognosis on MedicineNet.com](#)

Lymphedema is a common chronic debilitating condition in which excess fluid called lymph collects in tissues and causes swelling in them. ...  
[http://www.medicinenet.com/breast\\_cancer\\_and\\_lymphedema/index.htm](http://www.medicinenet.com/breast_cancer_and_lymphedema/index.htm)  
[www.medicinenet.com](http://www.medicinenet.com) [Was this helpful?](#)

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3 [N-terminal ataxin-3 causes neurological symptoms with inclusions, endoplasmic reticulum stress and ribosomal dislocation](#)

frontotemporal dementia associated with inclusion body myopathy and **Paget's disease** SCA3 spinocerebellar ataxia type 3 TUNEL terminal deoxynucleotidyl transferase-mediated dUTP nick-end labelling ...  
<http://brain.oxfordjournals.org/content/134/7/1925.short?rss=1>  
[brain.oxfordjournals.org](http://brain.oxfordjournals.org) [Was this helpful?](#)

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4 [A woman with raised alkaline phosphatase and forearm deformity -- Lam et al. 342 -- bmj.com](#)

Long answer **Paget's disease of bone** was first described by James Paget who named this skeletal condition "**osteitis deformans**" in 1877. ... 2 **Paget's disease of bone** is the second most common metabolic bone disease in European countries. The prevalence of **Paget's disease** ...  
<http://www.bmj.com/content/342/bmj.d3435>  
[www.bmj.com](http://www.bmj.com) [Was this helpful?](#)

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5 [Servier.co.uk UK website for the British subsidiary of a leading European independent research based organization who market a r](#)

SKY

Ads must match the specifications in the table below.

<b>Ad Position</b>	<b>Ad Area size (pixels)</b>
Sky	120x600

(All creative file sizes must be under than 100kb.)



user name  
  
 password  
  
  
[New Account](#)  
[Forgot Password](#)

- Home
- About us
- Contact us
- Author
- Help
- Flash tutorial »
- FAQ

## musculoskeletal medicine



This section deals with diseases and conditions of the musculoskeletal system, including both rheumatology and orthopaedics.

Links:

- ▶ [rheumatology](#)
- ▶ [orthopaedics](#)
- ▶ [musculoskeletal medicine by an anatomical system](#)



Search the internet for: [musculoskeletal medicine](#)



Web search results for "[musculoskeletal medicine](#)"

### Patient Information

[British Institute of Musculoskeletal Medicine](#)

[www.patient.co.uk](http://www.patient.co.uk)

[Multiple sclerosis Treatment - Health encyclopaedia - NHS Direct](#)

[www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)

See all Patient Information results (5)

### Drug Information

[MEDICINES DISPATCH](#)

[www.ukmicentral.nhs.uk](http://www.ukmicentral.nhs.uk)

[Orthopaedic pharmacy](#)

[www.pharmj.com](http://www.pharmj.com)

See all Drug Information results (8)

### Guidelines

[Teaching musculoskeletal medicine in primary care](#)

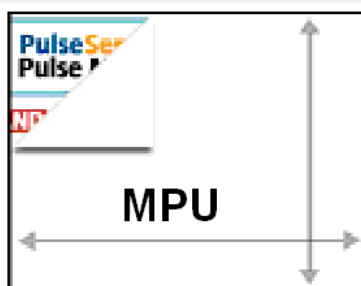
[www.rcgp.org.uk](http://www.rcgp.org.uk)

[Arthritis and Musculoskeletal Alliance](#)

[www.nice.org.uk](http://www.nice.org.uk)

See all Guidelines results (7)

[More...](#)



Ads must match the specifications in the table below.

<u>Ad Position</u>	<u>Ad Area size (pixels)</u>
Top banner	468x60
Sky	120x600
MPU	300x250

(All creative file sizes must be under than 100kb.)

## Need help?

If you have any questions regarding UBM Medica ad network sizes please contact:

**George Haddad.**

T 020 7921 8114 | E [george.haddad@ubm.com](mailto:george.haddad@ubm.com)

**Tanya Arora.**

T 020 7921 8118 | E [tanya.arora@ubm.com](mailto:tanya.arora@ubm.com)

**Section 2:** Email Advertising Specification  
UBM Medica - 2011



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<sup>1</sup>. The ad network includes a number of carefully selected web sites dedicated to Healthcare Professionals only.



**PulseEducation**



## Online newsletter ad positions and sizes

### **General Information**

This document will help guide you through the online ad requirements for submitting an advert in our regular e-newsletters.

All image file sizes must be below 100 kb. We require a URL address to link the creative to the destination page and this can take the form of a web page, Adobe pdf, Word document (.doc) or Powerpoint (.ppt) file. All images must in a .gif format.

## UBM Medica daily and weekly e-newsletters

To ensure you receive our emails in the best possible format, please add [updates@pulse-today.com](mailto:updates@pulse-today.com) to your address book. We have sent you this email because you requested to receive it. You can manage your email communications from Pulse at any time by clicking [here](#). Click [here](#) to view the web version.

Our emails may also include information from other carefully selected companies including promotional materials from pharmaceutical companies similar to the messages seen on the PulseToday, SearchMedica and GPNotebook websites that may be of interest to you.



Wednesday 21 October 2009

Dear Elisa



The case of the vanishing GPs is a mystery which may well have already come to haunt your practice, with a looming recruitment crisis showing just how fast things change in general practice.

A year ago stories were common place of dozens of salaried and locum GPs applying for every job.

But Pulse this week reveals a crash in applicants of up to 90%, in what recruitment consultants say has been an unprecedented market turnaround, which has seen [GPs vanish from job market](#).

Pulse's editorial says the lack of partnership positions, Government pay freezes, the boom in APMS provision and the rush to expand extended hours are all factors as the [cheapening of GPs finally takes its toll](#).

Pulse's [One Voice Campaign](#) gets to the heart of the issue, urging you to sign up to our petition calling for moves to open up opportunities for GPs to become partners to heal the growing rift in the profession.

Potentially just as divisive are Government plans to ramp up competition among GP practices using new patients ratings of GP services.

Pulse reveals the site has had a huge response, with more than 1,600 comments received within 24 hours of it going as [patients flock to rate GPs on NHS Choices](#).

And finally, political choices are the subject of a Pulse survey on how you intend to vote in the looming general election. We want to hear who you're planning to vote for – [let us know here](#).

You can also sign up for our gastroenterology seminar by visiting [www.pulse-seminars.com](http://www.pulse-seminars.com)

Best wishes

[Steve Nowotny](#)

PulseToday Editor

### NEWS HEADLINES

- > [GPs to be paid £200k incentives to offer partnerships](#)
  - > [Recruitment crisis as GPs vanish from jobs market](#)
- Find out more with SearchMedica: [MRSA screening](#)

### MOST POPULAR STORIES

- > [Non-doctors seeing up to half of GP referrals](#)
  - > [DH and GPC agree payment for swine flu vaccination campaign](#)
- Find out more with SearchMedica: [Swine flu vaccination](#)

### COMMENT & ANALYSIS

- > [Medication pic 'n' mix?](#)
  - > [Why do you believe in this treatment?](#)
- Find out more with SearchMedica: [HPV cancer vaccine](#)

### CLINICAL & EDUCATION

- > [How much do you know about lesions requiring surgery?](#)
  - > [The vulnerable elderly](#)
- Find out more with SearchMedica: [Elderly care](#)

### SPONSORED INFORMATION



#### A NEW ERA for dementia

The first ever National Dementia Strategy was published earlier this year. The Strategy outlines initiatives designed to make the lives of people living with dementia, their carers and families better and more fulfilled. To view a practical guide on the National Dementia Strategy, download useful resources and to hear expert views on their hopes for the future of Alzheimer's management visit [www.alzinfo.co.uk](http://www.alzinfo.co.uk) today.

[www.alzinfo.co.uk](http://www.alzinfo.co.uk) also hosts a series of interactive learning modules to encourage best practice in Alzheimer's disease management. Test your understanding now.

#### Prescribing information

The above information and the following eDetail series has been initiated and funded by Eisai Ltd and Pfizer Ltd and contains promotional information.

Date of preparation: June 2009

ARI2458a ARI1290c

### PULSE SEMINARS

#### Pensions and Personal Finance

10 November 2009, London

Recession-proof your retirement and make your savings and investments work harder!



With new official figures showing GP partners' pay has fallen, making sure you make the most of your personal savings is more important than ever. There are things you can do to make your savings and pension investments work as hard as you do – [and this one-day seminar from Pulse will tell you how](#)

Experts in finance will cover all aspects of pensions and personal finance, so whether you want to find out about topping up your NHS pension, or saving for your children's education, this seminar is for you.

[Limited places remain so to ensure you don't miss out book your place now.](#)

Download PulseToday News (RSS) feeds	Subscribe to Pulse	Request your copy of Pulse magazine	Send us your feedback
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Please note we have recently up-dated our [Privacy policy](#) to include a clearer statement about the type of third party information you will see in some of our emails. The change in wording now includes 'services offered by third parties, including promotional messages from pharmaceutical companies'. Please take a moment to review this change. You can manage your email communications from us and unsubscribe at any time to this particular email newsletter by clicking [here](#).

This update is intended for healthcare professionals only.  
 CMPMedica – Healthcare Division of UBM Information LTD  
 Place of registration: England and Wales, registered number: 370721  
 Registered address: Ludgate House 245 Blackfriars Road London SE1 9UY  
 This email communication makes use of a "Clear Image" (gif) to track results of the email campaign.  
 If you wish to turn off this tracking for future emails, you can do so by turning off the images in the email itself.

This e-newsletter is a 60:40 editorial:sponsored information split.

For this e-newsletter up to 150 approved words including the references and prescribing information and a logo or image must be submitted.

Approved URLs must also be submitted, in order to re-direct recipients who have clicked on your copy and logo or image.

## UBM Medica bespoke e-newsletters



Dear ,

11 March 2010

### Lipids

Statins are now among the most commonly prescribed drugs in the developed world; however, they only target LDL-C. While the main target for lipid management is LDL-C, many individuals will have mixed dyslipidaemia, with elevated triglycerides and low HDL-C.<sup>1</sup> As HDL-cholesterol levels are inversely related to risk of CVD, targeting HDL-C should also provide clinical benefit. Fish oil, fibrates and nicotinic acid increase HDL-C;<sup>2</sup> however, nicotinic acid is not recommended by NICE, and fibrates are only recommended if statins are not tolerated.<sup>3</sup>

Nicotinic acid (also known as niacin, vitamin B3) has a positive impact on all lipids and lipoproteins in pharmacological doses.<sup>6</sup> Among lipid-lowering agents, it is the most effective in elevating HDL-cholesterol levels.<sup>3</sup> However, its use is limited mainly because of flushing of the face and trunk, which occurs in over 90% of patients.<sup>4</sup>

Flushing is mediated primarily by prostaglandin D2 (PGD2), in a pathway independent of the lipid-modifying pathway, which allows for independent modification of the two processes. A once-daily, fixed-dose combination tablet (Tredaptive) of extended-release nicotinic acid and atorvastatin (with or without a statin) is available.

**500 words of copy supporting the advertiser's information**

Results of the multicentre, randomised, double-blind, placebo-controlled study of the use of Tredaptive caused significant reductions in plasma LDL-C and triglycerides and increases in HDL-C and relative to placebo over 24 weeks.<sup>4</sup> The lipid-modifying effect of Tredaptive was comparable when administered alone or with concomitant statin and was consistent across patient subgroups, including those with diabetes mellitus status and cardiovascular risk. There were significantly fewer discontinuations due to flushing symptoms in the Tredaptive group compared with the nicotinic acid group.

The improved tolerability means that patients can be given a therapeutic 2 g dose of nicotinic acid over the long-term. This multidimensional approach to lipid therapy, combined with lifestyle modification can provide patients with a highly effective option for managing cardiovascular risk.

#### Further reading

From Pulse:  
[Beyond statins - a guide to other lipid lowerers](#)  
[Key learning points on lipid management](#)  
[Managing statin side-effects](#)

From SearchMedica:  
[Cholesterol levels and cardiovascular disease](#)  
[Statin therapy and coronary events](#)

#### References

1. JBS 2: Joint British Societies' guidelines on prevention of cardiovascular disease in clinical practice. Heart 2005;91:1-52.
2. National Institute for Health and Clinical Excellence. Lipid modification: Cardiovascular risk assessment and the modification of blood lipids for the primary and secondary prevention of cardiovascular disease. Full Guideline (CG67), May 2008. Available at <http://www.nice.org.uk/nicemedia/pdf/CG67FullGuideline1.pdf>. Accessed January 2010.
3. Third report of the National Cholesterol Education Program (NCEP) Expert Panel on detection, evaluation, and treatment of high blood cholesterol in adults (Adult Treatment Panel III) Final Report. Circulation 2002;106:3143
4. Maccubbin D, Bays HE, Olsson AG, et al. Lipid-modifying efficacy and tolerability of extended-release niacin/atorvastatin in patients with primary hypercholesterolaemia or mixed dyslipidaemia. Int J Clin Pract 2008;62:1959-1970.

From SearchMedica:  
[Cholesterol levels and cardiovascular disease](#)  
[Statin therapy and coronary events](#)

#### References

1. JBS 2: Joint British Societies' guidelines on prevention of cardiovascular disease in clinical practice. Heart 2005;91:1-52.
2. National Institute for Health and Clinical Excellence. Lipid modification: Cardiovascular risk assessment and the modification of blood lipids for the primary and secondary prevention of cardiovascular disease. Full Guideline (CG67), May 2008. Available at <http://www.nice.org.uk/nicemedia/pdf/CG67FullGuideline1.pdf>. Accessed January 2010.
3. Third report of the National Cholesterol Education Program (NCEP) Expert Panel on detection, evaluation, and treatment of high blood cholesterol in adults (Adult Treatment Panel III) Final Report. Circulation 2002;106:3143
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### Advertiser's Information



#### Abridged Product Information

When treating primary hypercholesterolaemia or mixed dyslipidaemia a single lipid focus could leave some patients at risk.

#### Introducing New TREDAPTIVE:

Powerful multidimensional efficacy for LDL-C, HDL-C, and TG<sup>1</sup>

#### DISCOVER MORE

#### Arrange a visit to discuss TREDAPTIVE

**500 word ad copy plus logo and image if required**

In a multicentre, randomised, placebo-controlled study of patients with primary hypercholesterolaemia or mixed dyslipidaemia taking TREDAPTIVE 2 g/40 mg added to any statin (n= 469) provided additional lipid improvements.

Adapted from Maccubbin D, et al, September 2008

Primary end-point values for all patients in the study (treated with or without a statin) at weeks 12 to 24<sup>1,2,4</sup>:

- TREDAPTIVE 2 g/40 mg (n= 696): LDL-C, -18.8%; HDL-C, 18.8%; TG, -21.7%
- Placebo (n= 257): LDL-C, 0.5%; HDL-C, -1.2%; TG, 3.6%

<sup>4</sup> Patients received the following statins: atorvastatin (28%), simvastatin (54%), other statins (pravastatin, fluvastatin, rosuvastatin, lovastatin; 17%).

Nine percent of statin patients were taking ezetimibe<sup>1</sup>

#### READ MORE ABOUT 'TREDAPTIVE' AND ITS LIPID MODIFYING EFFECTS

<sup>1</sup> Mean percent change from baseline.

<sup>2</sup> Median percent change from baseline.

<sup>4</sup> Baseline values for the entire cohort were: LDL-C, 113.5 mg/dl (2.9 mmol/l) (mean); HDL-C, 38.8 mg/dl (1.3 mmol/l) (mean); and TG, 137.8 mg/dl (1.4 mmol/l) (median).

#### References:

1. Maccubbin D, Bays HE, Olsson AG, et al. Lipid-modifying efficacy and tolerability of extended-release niacin/atorvastatin in patients with primary hypercholesterolaemia or mixed dyslipidaemia. Int J Clin Pract 2008;62:1959-1970.
2. Summary of Product Characteristics for TREDAPTIVE (nicotinic acid/atorvastatin) modified-release tablets. TREDAPTIVE SPC, July 2008.

TREDAPTIVE is a registered trademark of Merck Sharp & Dohme Corp., a subsidiary of Merck & Co., Inc., Whitehouse Station, NJ, U.S.A.

Disclosures:  
 The cost and distribution of this e-mail and the placing of the promotional piece for Tredaptive have been funded by MSD Ltd. (The UBM Medica content on the left-hand side has been provided by UBM Medica - Healthcare Division of UBM Information Ltd).

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#### READ MORE ABOUT 'TREDAPTIVE' AND ITS LIPID MODIFYING EFFECTS

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09-11 DVE 16 08-40022-AN  
 Date of Preparation: March 2010

Please note we have recently updated our [privacy policy](#) to include a clearer statement about the type of third party information you will see in some of our emails. The change in wording now includes 'webpages offered by third parties, including promotional messages from pharmaceutical companies'. Please take a moment to review this change.

Click here if you would like to manage your email communications from us and unsubscribe for particular email newsletters by clicking [here](#).

This update is intended for healthcare professionals only.  
 UBM Medica - Healthcare Division of UBM Information Ltd  
 Place of registration: England and Wales, registered number: 370721  
 Registered address: Ludgate House 245 Bloor's Road London SE1 9UY  
 This email communication makes use of a "Clear Image" (CI) to track results of the email campaign.  
 If you wish to turn off this tracking for future emails, you can do so by turning off the images in the email itself.

This e-newsletter is a 50:50 editorial:sponsored information split.

For this e-newsletter up to 500 approved words including the references and prescribing information and a logo or image must be submitted.

Approved URLs must also be submitted, in order to re-direct recipients who have clicked on your copy and logo or image.