

# ADVERTISE ONLINE

and reach the right audience

**ARTWORK SIZE:**  
JPEG or PNG, RGB, 72 dpi  
600 pixels wide,  
75-150 pixels high

**PRICE:**  
R 4 000 per issue

**TARGET AUDIENCES:**  
General practitioners and  
family physicians  
Endocrinologists  
Pharmacists  
Surgeons  
Nurses  
Pathology disciplines  
Urologists  
Gynaecologists  
Gastroenterologist  
Veterinarians  
Anaesthesiologists

## DIRECT MAIL

DIRECT MAIL MARKETING IS  
NOT ONLY COST EFFECTIVE,  
IT ALSO ALLOWS YOU TO  
REACH YOUR IDEAL TARGET  
AUDIENCE DIRECTLY.

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