

Names/Definitions of advertising material

Advertising material for shelf display	Description of the material
Wobbler/Stopper/Shelf talker Wobbler Stopper Shelf talker	<ul style="list-style-type: none"> - applicable at the product shelf - size: 10-15 cm + metal/PVC hook to hang outside the shelf - size: 10-15 cm + fixing system between two shelves, placed perpendicularly on the shelf, to allow sideways viewing - size: 30 – 70 cm – to be applied on the entire length of the shelf
Counter advertising material	Description of the material
Counter Display Change tray Change tray branding LAMAdisplay/ Totem/Floor display Floor sticker	<ul style="list-style-type: none"> - Of various visual forms; may or may not include shelves of various sizes, placed on the counter (LAMA displays or totem counters are also available, about 50 cm in height) - tray for the change - product poster or package (included in the change tray plastic), of the same size as the change tray, incorporated in the change tray material (PVC) - cardboard tube printed on both sides, 1.54 – 2.00 m in size - sticker applied on the floor, at the entrance of the pharmacy or in the counter area
Advertising material for window display	Description of the material
Pharmacy poster	<ul style="list-style-type: none"> - Can be printed on paper/cardboard/ poliplan/ backlite of various sizes and shapes, depending on pharmacy specificity – framed, or luminous boxes

<p>Set of window material*:</p> <ul style="list-style-type: none"> - <i>Self-adhesive labels*</i> - <i>Open/Closed or Pull/Push sign or pharmacy working hours*</i> - <i>Window frame as a brand sticker*</i> 	<ul style="list-style-type: none"> - posters directly applied on pharmacy windows; their size may vary. - Sticker applied on pharmacy doors
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Other advertising material	Description of the material
Security door covers	<ul style="list-style-type: none"> - Covers made of cardboard/fabric/PVC used for security doors
Dummy box	<ul style="list-style-type: none"> - a much larger mock-up made of cardboard/PVC, compliant with the product's artwork;
Floor display	<ul style="list-style-type: none"> - cardboard/ glass/plexiglass shelf, placed on the floor, regardless of the pharmacy's furniture; it may contain various information and may act as support for other advertising material; (it may contain mini-dummy boxes)
Ceiling hanger	<ul style="list-style-type: none"> - hanging material, visible to the consumer
Flyer	<ul style="list-style-type: none"> - information material intended for the consumer, displayed in pharmacies or waiting rooms of medical practices, clinics or hospitals
Branding water dispenser	<ul style="list-style-type: none"> - sticker applied on the water dispenser
Press layout	<ul style="list-style-type: none"> - information material in magazines/newspapers, intended for the general public and/or healthcare professionals
Press release*	<ul style="list-style-type: none"> - medicinal product information material providing brief information to the media (magazines/newspapers/ other publications); may contain the product image of the packaging / artwork accompanied or not by other information, meant for the general public and/or healthcare

<p style="text-align: center;">Banners may be:</p> <ul style="list-style-type: none"> - <i>Conference/Exhibition banner*</i> - <i>Out-door banner*</i>, - <i>Online banner *</i> - <i>Spider type banner*</i> - <i>Stand/Booth type*</i> <p style="text-align: center;">Newsletter – information material announcing a release (press release)**</p> <p style="text-align: center;">Press dossier</p> <p style="text-align: center;">Promotional flyer for healthcare professionals</p> <p style="text-align: center;">Information flyer for healthcare professionals</p> <p style="text-align: center;">Leave piece/Leave behind**</p> 	<p>professionals; may coexist or not with the initial press layout and may be established as reminders of other types of material (e.g. TV advertising)</p> <ul style="list-style-type: none"> - advertising screen of different formats and sizes (roll-up, poster) with reduced amount of information - flexible advertising screen (usually large), placed on a foldable metallic structure, used in scientific events - display set consisting of several fixed/flexible advertising screens, possible also including display windows, projection screens, monitors, display tables used in scientific events. This set of advertising material shall not contain the advertised product SmPC, either in full or in part. - information material announcing a launch, a new indication, an approval/authorisation of a new product, an event - set of material used in a press conference, whose content is adjusted to the target audience - promotional material size A4 format or smaller, provided to healthcare professionals, consisting of a single sheet; it contains promotional messages more comprehensive than reminders - material provided to healthcare professionals, containing scientific information or information related to changes in medicinal product primary and/or secondary packaging (e.g. information concerning: changes of logo; change in the colour of primary/secondary packaging; other design changes; changes in the wording of a medicinal product etc.). This information material may be considered an abridged version of the educational material. - Printed promotional/educational material, for healthcare professionals, meant for target audience information on a pathology/product
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<p style="text-align: center;">Visual aid</p> <p style="text-align: center;">Promotional presentations</p>	<ul style="list-style-type: none"> - Promotional material containing detailed medicinal product information, intended for healthcare professionals. To be used in the promotional activities performed by medical representatives and are not provided to be preserved by specialists. - Advertising material containing detailed product/disease information intended for healthcare professionals. To be used in promotional activity performed by medical representatives and/or at panels/congresses/symposia.
<p style="text-align: center;">Other advertising material ***</p>	<p style="text-align: center;">Description of the material</p>
	<ul style="list-style-type: none"> - To be defined as they emerge

*This type of materials is considered a reminder

**Notified material

***Yet unmarketed