

Australian Sample Year Planner 2011

60x60mm
Single Panel

60x120mm
Double Panel (Landscape)

60x180mm
Triple Panel

60x240mm
Quad Panel (Landscape)

40x792mm Full Banner

January	February	March	April	May	June	July	August	September	October	November
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31

January conferences
01-11: HCP Winter Colloquium, Oak, CA, USA

February conferences
01-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
02-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
03-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
04-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
05-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
06-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
07-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
08-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
09-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
10-06: AAF Medicine Annual Meeting, San Antonio, TX, USA
11-06: AAF Medicine Annual Meeting, San Antonio, TX, USA

March conferences
01-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
02-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
03-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
04-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
05-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
06-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
07-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
08-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
09-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
10-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
11-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA

April conferences
01-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
02-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
03-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
04-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
05-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
06-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
07-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
08-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
09-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia
10-10: Spine Society of Australia Annual Meeting, Sydney, NSW, Australia

May conferences
01-02: AACE 2010, Philadelphia, PA, USA
02-02: AACE 2010, Philadelphia, PA, USA
03-02: AACE 2010, Philadelphia, PA, USA
04-02: AACE 2010, Philadelphia, PA, USA
05-02: AACE 2010, Philadelphia, PA, USA
06-02: AACE 2010, Philadelphia, PA, USA
07-02: AACE 2010, Philadelphia, PA, USA
08-02: AACE 2010, Philadelphia, PA, USA
09-02: AACE 2010, Philadelphia, PA, USA
10-02: AACE 2010, Philadelphia, PA, USA
11-02: AACE 2010, Philadelphia, PA, USA

June conferences
01-11: OSG 4th AGS, Sydney, NSW, Australia
02-11: OSG 4th AGS, Sydney, NSW, Australia
03-11: OSG 4th AGS, Sydney, NSW, Australia
04-11: OSG 4th AGS, Sydney, NSW, Australia
05-11: OSG 4th AGS, Sydney, NSW, Australia
06-11: OSG 4th AGS, Sydney, NSW, Australia
07-11: OSG 4th AGS, Sydney, NSW, Australia
08-11: OSG 4th AGS, Sydney, NSW, Australia
09-11: OSG 4th AGS, Sydney, NSW, Australia
10-11: OSG 4th AGS, Sydney, NSW, Australia
11-11: OSG 4th AGS, Sydney, NSW, Australia

July conferences
01-10: IAC 2010, Honolulu, HI, USA
02-10: IAC 2010, Honolulu, HI, USA
03-10: IAC 2010, Honolulu, HI, USA
04-10: IAC 2010, Honolulu, HI, USA
05-10: IAC 2010, Honolulu, HI, USA
06-10: IAC 2010, Honolulu, HI, USA
07-10: IAC 2010, Honolulu, HI, USA
08-10: IAC 2010, Honolulu, HI, USA
09-10: IAC 2010, Honolulu, HI, USA
10-10: IAC 2010, Honolulu, HI, USA

August conferences
01-02: IAC 2010, Honolulu, HI, USA
02-02: IAC 2010, Honolulu, HI, USA
03-02: IAC 2010, Honolulu, HI, USA
04-02: IAC 2010, Honolulu, HI, USA
05-02: IAC 2010, Honolulu, HI, USA
06-02: IAC 2010, Honolulu, HI, USA
07-02: IAC 2010, Honolulu, HI, USA
08-02: IAC 2010, Honolulu, HI, USA
09-02: IAC 2010, Honolulu, HI, USA
10-02: IAC 2010, Honolulu, HI, USA
11-02: IAC 2010, Honolulu, HI, USA

September conferences
01-11: AAF 2010, San Francisco, CA, USA
02-11: AAF 2010, San Francisco, CA, USA
03-11: AAF 2010, San Francisco, CA, USA
04-11: AAF 2010, San Francisco, CA, USA
05-11: AAF 2010, San Francisco, CA, USA
06-11: AAF 2010, San Francisco, CA, USA
07-11: AAF 2010, San Francisco, CA, USA
08-11: AAF 2010, San Francisco, CA, USA
09-11: AAF 2010, San Francisco, CA, USA
10-11: AAF 2010, San Francisco, CA, USA
11-11: AAF 2010, San Francisco, CA, USA

October conferences
01-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
02-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
03-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
04-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
05-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
06-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
07-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
08-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
09-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
10-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
11-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA

November conferences
01-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
02-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
03-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
04-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
05-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
06-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
07-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
08-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
09-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
10-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA
11-06: AACR/ASCO Cancer Conference, San Francisco, CA, USA

120x60mm
Double Panel
(Portrait)

120x120mm
Quad Panel (Square)

120x180mm
Major Panel (version 1)

120x240mm
Major Panel (version 2)

Material Requirements:

Adobe Acrobat PDF preferred: Please supply CMYK files created using Adobe Acrobat Distiller on a High Quality Print setting. Files must be written using Postscript Type 1 or 2 fonts only. If supplying files other than PDF, file formats accepted include EPS, TIF or JPEG. All images must be supplied at a minimum resolution of 300dpi in CMYK format. If supplying vector files created by programs such as Illustrator please convert all fonts to paths/outlines before saving. Use a 3mm bleed where required and Carbine Media will crop down marks. Please note that a 1pt border will be applied to any ad that does not have a bleeding edge and is supplied without a border i.e. ads will not be left floating without a border or an edge of some kind to define boundary. Please pay careful attention to the size and format (portrait/landscape) of the space booked before creating your artwork. **Please note:** Carbine Media takes no responsibility for the reproduction of artwork that is supplied electronically without a hard copy proof. Please supply colour correct proof as hard copy where possible.

Sample shown above is a range of typical ad sizes on a typical planner. All planners vary in the number, position and format of ads. Please see next page for Medicines Australia guidelines.

Preparation of artwork for Health Care Professionals

Carbine Media has worked together with Medicine's Australia to provide a medium that complies with the spirit of the code, and although Carbine Media have consulted Medicine's Australia it should be noted that the following is a recommendation only and applies specifically to Carbine Media Year Planners. Below is an extract – further information can be found in the tables on pages 33 and 34 of the guidelines from the Medicines Australia Code of Conduct (Edition 16).

Extract from the Guidelines to accompany Edition 16 of the Code of Conduct Calendars/Year Planners

To be an acceptable item to be given to a health care professional, calendars and year planners must include significant educational information for the purpose of promoting medical education or assisting clinical practice, such as the inclusion of medical conferences, seminars and meetings.

If a calendar/year planner contains advertisements for prescription medicines a reference must be made to the PBS disclosure information. These items must include a statement to the effect:

“For PBS Status refer to PBS Information which can be found (include the location: for example) ... adjacent to the conference planner, or on the back of this calendar/year planner.”

This statement must appear once in a permanent display position, or alternatively on every page of the item. It is not required to be placed within each advertisement included on the item.

The text should be clearly distinguishable from any other text and contained within a text box with a white background and black border.

This text must appear in a font size of not less than 2 mm as measured by the lower case 'e'.

Primary advertisements included within these items are not required to include the Minimum Product Information within the body of the advertisement. However, the Minimum Product Information must form a fixed part of the item. Each advertisement must include a clear and prominent statement to the effect: Before prescribing review Product Information which can be found (include location for example) ... adjacent to conference planner, or on the back of this calendar/year planner.

This text must appear in a font size not less than 3mm as measured by the lower case 'e'.

Carbine Media Year Planners designed for the use of a health care professional will contain a statement in a permanent display position saying “For PBS status & Product information refer to the back of this planner”. Although each advertisement does not have to contain PBS status or product information, each advertisement should contain the statement:

“Before prescribing review Product and PBS Information which can be found on the back of this planner.”

This text must appear in a font size not less than 3mm as measured by the lower case 'e'. The text should be clearly distinguishable from any other text and contained within a text box with a white background and black border.

Carbine Media requests that the PBS and Minimum Product information be supplied as a separate PDF document written using Acrobat Distiller on a High Quality Print setting using black text on a white background typeset to Medicines Australia guidelines on an A4 portrait page or parts thereof i.e. quarter, third, half page etc. The page should contain a logo or brand name (black and white) at the top that clearly distinguishes the product to which the PI and PBS information pertains. Please note that the PBS status should be boxed and appear under the logo/brand and before the Product Information in text no smaller than 2mm as measured by the lower case 'e'. Please see examples shown on the following page.



Alvesco®
ciclesonide

PREVENTS ASTHMA ATTACKS.^{1,2,3} ONCE DAILY.^{1,2}

PBS Information: This product is listed on the PBS for obstructive airway diseases.

Before prescribing, please review Approved Product Information. Full PI available from Nycomed Pty Ltd.

ALVESCO (ciclesonide) INDICATIONS: Prophylactic treatment of asthma in adults, adolescents and in children 6 years of age and older. **CONTRAINDICATIONS:** Hypersensitivity to any of the ingredients. **PRECAUTIONS:** Administer with caution in patients with active or quiescent pulmonary tuberculosis or fungal, bacterial or viral infections of the respiratory system; not indicated in the treatment of status asthmaticus; not designed to relieve acute asthma symptoms; patients should have regular assessments of their asthma control including pulmonary function tests; patients transferring from oral steroids may remain at risk of impaired adrenal reserve for a considerable time and pre-existing allergic conditions may be unmasked; paradoxical bronchospasm; abrupt discontinuation of therapy, concomitant treatment with ketoconazole or other potent CYP3A4 inhibitors; increased risk of systemic adverse effects in hepatic impairment and elderly patients; pregnancy, Category B3; lactation. **SIDE EFFECTS:** Common: paradoxical bronchospasm and hoarseness; immediate or delayed hypersensitivity reactions such as angioedema have been reported very rarely; systemic effects may occur including adrenal suppression, growth retardation, decrease in bone mineral density, cataract and glaucoma; others, see full PI. **DOSAGE & ADMINISTRATION:** Adults and children over 12 years: 80 to 320 mcg per day. Children 6 to 11 years: 80 to 160 mcg per day. Date prepared: July 2008.

References: 1. Berger WE. *Therapy* 2005; 2:167-178. 2. Alvesco Approved Product Information July 2008. 3. National Asthma Council Australia. *Asthma Management Handbook* 2006;p4,8,27. For further information please contact NYCOMED Pty Ltd. 02 9859 6900. ABN 71095 610 870. 2-4 Lyonpark Road, North Ryde NSW 2113. Alvesco® is a registered trademark of NYCOMED GmbH.



PBS Information: Authority Required. Refer to PBS Schedule for full authority information.

Before prescribing, please review approved Product Information.

Product Information is available on request from Alphapharm. **MINIMUM PRODUCT INFORMATION** EpiPen®. **Adrenaline Auto-Injector 300mcg / 0.3mL** EpiPen® Jr. **Adrenaline Auto-Injector 150mcg / 0.3mL.** The following are not a complete listing:

Indication: For the emergency treatment of anaphylaxis (acute severe allergic reactions) due to insect stings, drugs or other allergens.

Contraindications: Contraindications are relative, as this product is intended for use in life-threatening emergencies. Cardiac dilation, certain arrhythmias, cerebral arteriosclerosis, vasopressor drug contraindication, maternal blood pressure > 130/80, shock (except anaphylactic shock), organic brain damage, general anaesthesia. **Precautions:** sulfite allergy, intravenous administration, ventricular fibrillation, prebrillatory rhythm, tachycardia, myocardial infarction, phenothiazine-induced circulatory collapse, prostatic hypertrophy, anginal pain in coronary insufficiency, elderly, individuals with diabetes, cardiovascular disease, hypertension, narrow angle glaucoma, hyperthyroidism, psychoneurosis, Parkinsonism. Injection into hands, feet, ears, nose, buttocks, genitalia. Pregnancy Category A. Excreted in breast milk.

Adverse Effects: anxiety, restlessness, tachycardia, respiratory difficulty, tremor, weakness, dizziness, headache, dyspnoea, cold extremities, pallor, sweating, nausea, vomiting, sleeplessness, hallucinations, flushing of face and skin. Psychomotor agitation, disorientation, impaired memory, potentially fatal ventricular arrhythmias, severe hypertension which may lead to cerebral haemorrhage and pulmonary oedema.

Dosage: Single intramuscular injection into anterolateral aspect of thigh, repeat every 5 to 15 minutes if symptoms recur or have not subsided. Adults > 30kg: EpiPen® auto-injector (300mcg Adrenaline) Children 15 – 30kg: EpiPen® Jr auto-injector (150mcg Adrenaline). PBS Dispensed Price: EpiPen & EpiPen Jr \$106. EpiPen® is a registered trademark of Mylan, Inc. EpiPen® and EpiPen® Jr. are distributed in Australia by Alphapharm Pty. Limited. ABN 93 002 359 739, Cnr Wentworth Park Road & Bay Street, Glebe NSW 2037, Australia, Phone (02) 9298 3999, Medical Information Phone: 1800 028 365, www.alphapharm.com.au