

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



COLD, FLU & VACCINES

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

During the cold and flu season, runny noses, sneezing and sore throats are not uncommon. While those symptoms can be mild and go away without lasting effects, many Canadians have to take time off from work or school, and are at risk of developing complications, especially if they have the flu. Research has shown that immunizing the healthy can help to protect the entire community, including the most vulnerable.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 26, 2018

GET INVOLVED BY:
OCTOBER 15, 2018

MATERIALS DUE:
NOVEMBER 12, 2018

Proposed editorial highlights:

AWARENESS. How are advocacy campaigns helping to encourage public use of preventative measures and vaccines?

COUGHS AND COLDS. Colds sideline countless workers each year, costing our economy and undermining the quality of life for those afflicted. What are the latest preventative measures, remedies and treatments?

VIRUS HUNTERS. From SARS and H1N1 to Zika. We highlight how researchers are constantly on the look-out for the next big threat, and we share their insights.

VACCINE TECHNOLOGY. We explore how new vaccines are helping to ensure that infants, the elderly and the immunity-impaired stay healthy even in the face of increased threats from influenza and other viruses.

LIMITING CONTAGION. Experts weigh in on the value of hand washing, sanitizers, caregiver checklists and other measures that can offer protection.

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3.6 million

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See page 2 for details...

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