

2021 NATIONAL  
SPONSOR  
CONTENT FEATURE

NEWSPAPER  
AND DIGITAL

# Saving lives with vaccines



**PUBLICATION DATE:** Monday, February 22

**GET INVOLVED BY:** Monday, January 18

**MATERIAL DUE:** Monday, February 15

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Immunization has been credited with saving more lives than any other health measure, and the coronavirus pandemic has served to highlight the role of vaccinations in preventing death and disease for known as well as emerging health threats. This special feature aims to advance awareness, education and understanding about the safety and efficacy of vaccines.

**Proposed topic highlights:**

**ADVANCES IN VACCINE TECHNOLOGY** – Immunization break-through promising hope.

**FLU FIGHTERS** – New discoveries redefining the fight against influenza.

**PROTECTING VULNERABLE POPULATIONS** – Creating a net of safety for vulnerable community members.

**RESEARCH & DEVELOPMENT** – Canada's contributions to disease prevention.

**TRACK RECORD** – From childhood vaccinations to flu and cancer prevention, what are the outcomes?

**GET INVOLVED TODAY. CONTACT:**

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7.5 MILLION MONTHLY UVs**

Source: Comscore Media Metrix Multi-Platform,  
Jul-Sep 2020 (Q3) Average

**PRINT: National Edition  
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Source: Vividata Fall 2020, National, A14+

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