



## British Columbia Pharmacy Association Chooses OnTrack Media as Advertising Sales Representatives

**June 1, 2009**  
**Vancouver, BC**

OnTrack Media has won the Advertising Sales account for The British Columbia Pharmacy Association's (BCPhA) trademark publication *The Tablet*. The BCPhA is the professional association representing the interests of over 2000 pharmacists and 650 pharmacies.

"We are excited to add *The Tablet* to our portfolio of publications," says Shannon Ward, Account Manager at OnTrack Media. "*The Tablet* is a well read and highly respected publication in BC's pharmaceutical community. We are very happy to be representing the publication along with online advertising opportunities for the BCPhA."

BCPhA members turn to *The Tablet* for the latest information on pharmacy practice, new programs, regulations, policy, consumer issues, continuing education, and product information. It is also distributed to pharmacy professionals and contacts from across Canada.

OnTrack will be aggressively marketing the publication through a variety of sales tools it has honed for 2009's advertising environment.

### **About OnTrack Media**

OnTrack Media is a full service agency specializing in Advertising Sales and Graphic Design. Our proven track record of exceeding client expectations speaks for itself. For more information, visit [ontrackco.com](http://ontrackco.com).

### **About *The Tablet***

*The Tablet* is published bi-monthly and distributed to pharmacy professionals in BC and across Canada. *The Tablet* is read by community pharmacists, hospital pharmacists, pharmaceutical professionals, clinical researchers, academics and pharmacy technicians.

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