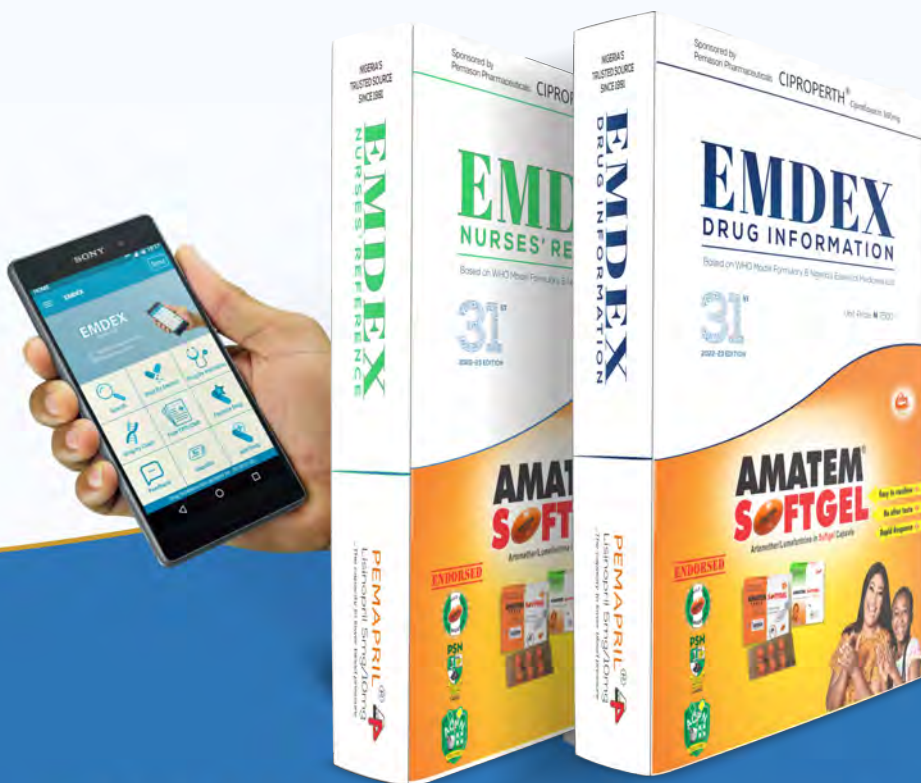


**31<sup>ST</sup>**  
2022-23 EDITION

*Advertise in*

# EMDEX

2022-2023 EDITION



**200,000+ PRINTS IN CIRCULATION**

**90,000+ APP DOWNLOADS**

Advertise in EMDEX Prints, Mobile App or both.  
You will be promoting your Company & Brand to the  
Global Healthcare audience

*Based on Google android stats, EMDEX is actively used in 171 countries*

# Features:

- Pharmacovigilance
- Exhaustive Drug Information
- Concise Therapeutic Notes
- Drug Interactions
- Indications Index – *Lists the Diseases covered in Nigeria's Standard Treatment Guideline (NSTG, 2016 ed.) and the Drugs Recommended for their Treatment.*
- Drug Use in Special Populations *including Pregnancy & Lactation, Renal & Hepatic Impairment.*
- Guide to Drug Administration – *Essential Guide especially for Nurse Practitioners.*
- Natural Health Products *including Herbals, Multivitamins & Minerals.*
- Detailed Drug Product Information *including their NAFDAC Registration Numbers, Product Description, etc*



# What's New?



**Dental Formulary** updated by Dr. Olusegun Israel Olaopa, Oral and Maxillofacial Surgeon, University College Hospital, Ibadan



**Nursing Considerations** updated by Mrs. Lucy Ladipo-Clegg, Neuro-Psychiatric Hospital, Yaba



**Updates on Drug Use in Pregnancy & Lactation**



Several new **Drug Monographs and Drug Product listings** plus updates to the existing ones

# ENLIST/ADVERTISE WITH EMDEx MOBILE APP & PRINTS



[advert.emdex.org](http://advert.emdex.org)



## When you advertise with us, you get:



**Massive reach to 90,000+ healthcare professionals who use our products**

**Free Company Product Guide App**

**Free publishing on RxNigeria Digital Hub**

The app serves as a convenient & fast way to share updates on your Product/Price List or New Product launches with your team and/or your clients.

### Features:

The App can easily be embedded on your website providing visitors current & comprehensive information on your Products.

Based on Excel List making updates quick & easy - you can update as frequently as needed. Your customers receive the updates promptly on their mobile devices or computers.

Call & Email feature – with One Click, the user can speak with your Marketing/Sales Team.

**NEW**

# EMDEX Drug Information Course

“ This is the DNA of a Pharmacist. We'll be breaking and analysing the increasingly complex subject together. And I'll be offering profound insights based on my 30+ years practice experience in drug information, both nationally and globally. Plus, you get a Quick Reference App covering the ATC/INN Systems and other Key Topics. Join us!”

**Chris C. Obi**

EMDEX Editor/Lead Facilitator



## A practice-enhancing workshop for:

- ◆ Pharmacists
- ◆ Marketing/Product Managers
- ◆ Medical Reps & Pharma Detailers

### Topics to be covered:

- ◆ Common Terms used in Drug Product Listings
- ◆ Classification of Products as Drugs and Devices
- ◆ Understanding Pharmaceutical Dosage Forms & Routes of Drug Administration
- ◆ Understanding Expressions of Drug Amounts
- ◆ The Clinical Pharmacological Basis of Drug Nomenclature
- ◆ Biologicals and Biosimilars: Foundational Concepts

### Mode of Delivery:

In-person at our training locations TBA.

On-site training can be arranged at your company or hospital premises on demand.

Advanced Booking. Limited number of participants

To receive details about the confirmed date and location, please send an email stating:  
*Name, Company, Position and Phone number*

**Contact Us:** 25 Osolo way, Off MM Int'l Airport Road, Ajao Estate, Lagos, Nigeria

✉ [Editor@Emdex.org](mailto:Editor@Emdex.org) 🌐 [www.Emdex.org](http://www.Emdex.org) ☎ 01 715 9678, 0802 306 0065

### EMDEX Client Specialists:

Nelo 0803 352 0971 Nefi 0806 882 0341 Chiiioke 0809 737 4581 Fatimah 0802 717 5953

Company Name	
Contact Officer	
Address	
Telephone	
Email	
Website	

**Advert Booking Details** (Please select box)

**Advert Rate is VAT exclusive**

	Options (Size W x H inches)	Rates (₦)	Tick ✓	No. of insertions	SubTotal	Advert Name/Description
A	Outside Front Cover (BW x RH x LH x TW) (5.5 x 4 x 5 x 5.6)	1,750,000	<input type="checkbox"/>			
B	Outside Back Cover (5.5x8.5)	1,000,000	<input type="checkbox"/>			
C	Inside Front Cover (5.5x8.5)	750,000	<input type="checkbox"/>			
D	Inside Back Cover (5.5x8.5)	600,000	<input type="checkbox"/>			
E	Cover Spine (1.5x2.5)	425,000	<input type="checkbox"/>			
F	Side or Fore Edge (screen print monochrome)	500,000	<input type="checkbox"/>			
G	Top Edge (screen print monochrome)	400,000	<input type="checkbox"/>			
H	Foot or Bottom Edge (screen print monochrome)	400,000	<input type="checkbox"/>			
I	Inside Full page (5.5x8.5)	375,000	<input type="checkbox"/>			
J	Inside Banner Advert (5.5x1.25)	60,000	<input type="checkbox"/>			

**EMDEX Enlistment Fee (EEF)**  150,000.00

### Special Sponsorship Package

- ✓ Front Cover TOP SPOT (above EMDEX title) ( Y )
- ✓ Front Cover Outer & Inner Flip ( Z )
- ✓ 3-Full Inside Pages ( I )
- ✓ #1 Priority Listing for Sponsor Company & Brands in EMDEX prints

3,000,000.00

**Grand Total:**

Please list all your advert orders with specific instructions for their placements

.....  
Name & Position of Authorizing Officer

.....  
Signature

.....  
(DD/MM/YYYY)

**Please note:** Deadline for submission of new product information is **March 31, 2022** and Advert is **April 20, 2022**.

**PAYMENT IS REQUIRED IN ADVANCE OF ADVERTISING DEADLINE**

Cheque payments should be made in favour of **EMDEX Limited**

**EMDEX Client Specialists**

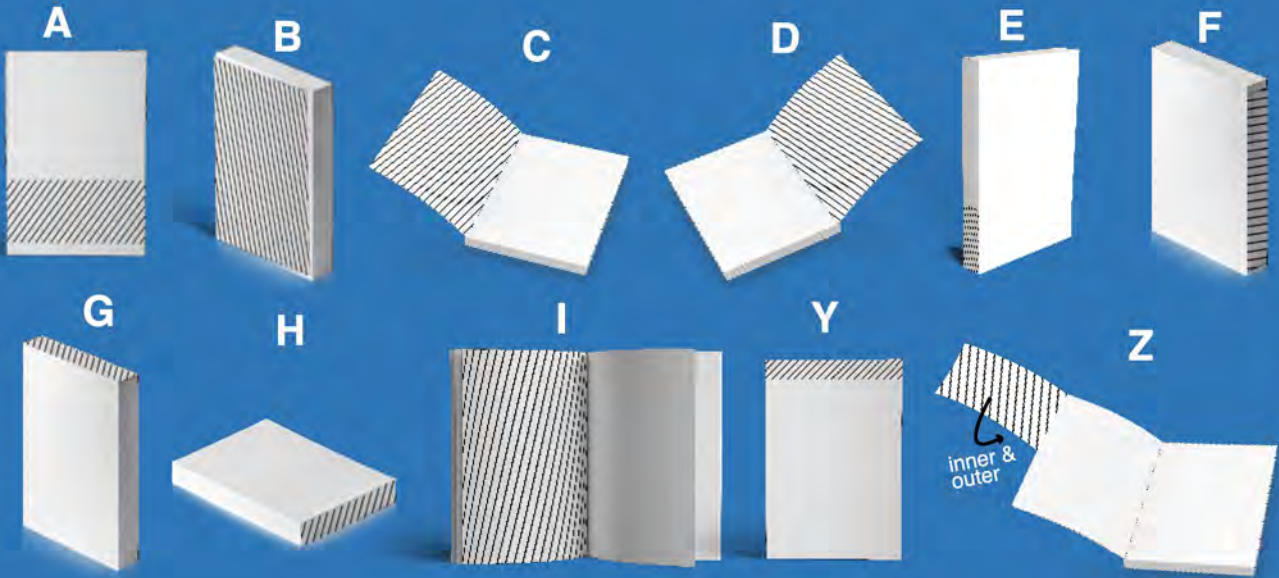
**Nelo** 0803 352 0971 | **Nefi** 0806 882 0341 | **Chijioke** 0809 737 4581 | **Fatimah** 0802 717 5953

EMDEX Limited | 25 Osolo way Off MM Int'l Airport Road, Ajao Estate, Lagos, Nigeria

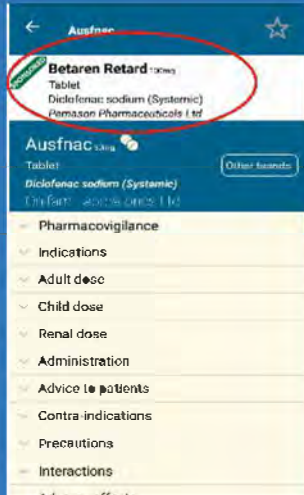


# ENLIST/ADVERTISE WITH EMDEX

MOBILE APP & PRINTS



Corporate Sponsor



Sponsored Brand



Banner Advert



Pop-up Advert



Home Banner Advert



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EMDEX Client Specialists

Nelo 0803 352 0971 Nefi 0806 882 0341

Chijioko 0809 737 4581 Fatimah 0802 717 5953

Company Name	
Contact Officer	
Address	
Telephone	
Email	
Website	

### Advert Booking Details (Please select box)

Options (Size W x H inches)	Rates/month (₦)	Tick ✓	No of slots	SubTotal	Advert Name/Description
Sponsored Brand (Depending on availability)	30,000	<input type="checkbox"/>			
Inner Banner Ad 720 x 120 px (7.5 x 1.25 in)	30,000	<input type="checkbox"/>			
Pop-up Ad 600 x 1000 px (6.25 x 10.42 in)	50,000	<input type="checkbox"/>			
<b>Home Banner Ad (2.5 x 5 In)</b>	75,000	<input type="checkbox"/>			



January  
February  
March  
April

May  
June  
July  
August

September  
October  
November  
December

### Special Sponsorship Package

- ✓ Corporate name on the Intro screen (x12 consecutive months)
- ✓ Sponsored Brand-banner at the Top of the screen (for all the company's drug products)

1,800,000.00

Grand Total:

Please list all your advert orders with specific instructions for their placements

.....  
Name & Position of Authorizing Officer

.....  
Signature

.....  
(DD/MM/YYYY)

Cheque payments should be made in favour of **EMDEX Limited**

**Please Note: All Adverts are prepaid and Advert Rate is VAT exclusive**

**EMDEX Client Specialists**

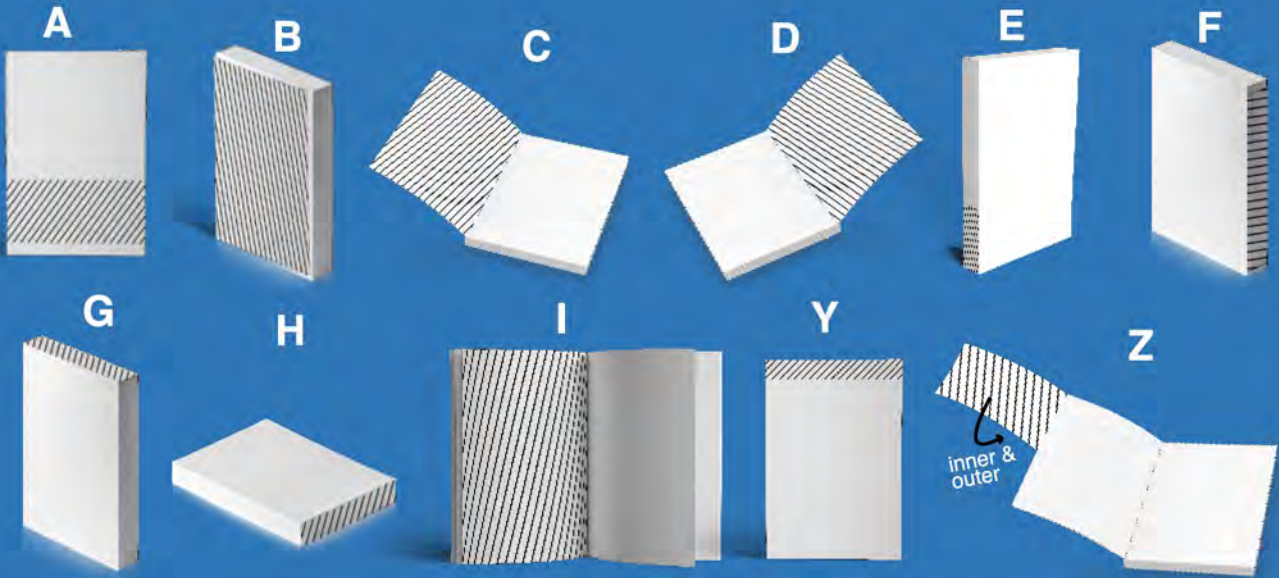
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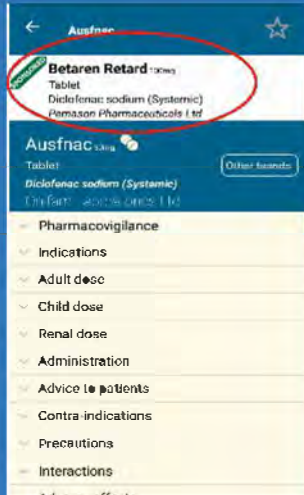


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