



# The publication of a pharmacy bulletin

Pricing and publication guidelines without an Apteekkituubi  
Onboarder agreement

## 1. General

A company can publish **product-related** bulletins for pharmacies even without an Apteekkituubi Onboarder agreement. The bulletin must be in PDF format. The PDF file can include multiple pages.

Published pharmaceutical notices reach all Finnish pharmacies, medicine centers, hospital pharmacies, and the military pharmacy. The bulletin is delivered to member pharmacies of the Association of Finnish Pharmacies (Apteekkariliitto) by publishing it in Salkku, and to others via email. Commercial bulletins are published in Salkku for member pharmacies of Apteekkariliitto.

The bulletin (PDF) should be sent to Taksa via email at **taksa@apteekkariliitto.fi**. The email must include a title for the notice, the validity period of the publication (maximum one year from the publication date), and optionally a brief summary of the bulletin's content. Notices received during office hours (8 AM–4 PM) will be published for pharmacies on the same day, while others will be published on the next business day. **Note! Our service does not offer scheduling options, so bulletins should not be sent until they are ready for publication.**

Please note that **for serious product defect issues** or other situations requiring immediate communication with pharmacies, Apteekkariliitto's communications team is available at tel. **010 6801 400 (switchboard)**. For serious product defect issues occurring outside office hours, the contact person is Erkki Kostainen, Director of Communications at Apteekkariliitto, reachable at [erkki.kostainen@apteekkariliitto.fi](mailto:erkki.kostainen@apteekkariliitto.fi) or tel. 010 6801 403.

## 2. Pricing

The price for a pharmacy notice without an Apteekkituubi Onboarder agreement is €250 per published bulletin, plus VAT. The cost will be invoiced to the company after publication.

The company must provide billing details and its business ID (Y-tunnus) to Apteekkariliitto before the bulletin is published. The billing contact person at Apteekkariliitto is Financial Assistant Tiina Vainikainen, reachable at **tiina.vainikainen@apteekkariliitto.fi**.