

This rate card was printed in October 2009. For the most current information visit www.pharmacytoday.org and click onto advertising information

Pharmacy Today

An official publication of the American Pharmacists Association



PUBLISHED BY

American Pharmacists Association
 2215 Constitution Ave NW
 Washington, DC 20037
 Tel. (800) 237-2742 | Fax (202) 628-5425
www.pharmacist.com



DISPLAY ADVERTISING SALES

John Loughran, National Sales Manager
 106 Haven Way, Morganville, NJ 07751
 Tel. (215) 292-4112 | Fax (732) 862-9090
jloughran@pharmacytdy.com

Gene Conselyea, Sales Director
 106 Haven Way, Morganville, NJ 07751
 Tel. (732) 970-0220 | Cell (732) 598-3232
 Fax (732) 862-9090
gconselyea@pharmacytdy.com

CLASSIFIED ADVERTISING SALES

Traci Peppers
 360 Park Avenue South, New York, NY 10010
 Telephone: (212) 633-3766 | Fax: (212) 633-3820
t.peppers@elsevier.com

BLACK-AND-WHITE RATES - NATIONAL EDITION

	1x	3x	6x	12x	24x	36x	48x	60x
Full Page	\$8,560	\$8,350	\$8,140	\$7,535	\$7,190	\$6,850	\$6,500	\$6,420
2/3 Page	\$6,280	\$6,120	\$5,970	\$5,520	\$5,270	\$5,015	\$4,900	\$4,700
1/2 Page	\$4,765	\$4,640	\$4,520	\$4,165	\$4,020	\$3,800	\$3,695	\$3,535
1/3 Page	\$3,250	\$3,170	\$3,080	\$2,875	\$2,770	\$2,585	\$2,525	\$2,415
1/4 Page	\$2,525	\$2,495	\$2,455	\$2,375	\$2,130	\$2,045	\$1,985	\$1,875

VALUED ADVERTISER INCENTIVE PROGRAMS

At no additional charge, ads appearing in *Pharmacy Today* will also appear on www.pharmacytoday.org with a link to the advertiser's website url, if provided. Exhibitors at the APhA 2010 Annual Meeting and Exposition in Washington DC, March 12-15, start at the 12x frequency and build frequency from that point.

COMBO INCENTIVES

- Buy a 12x program in *Pharmacy Today* and get a 6x program in *JAPhA* at no additional cost.*
- Buy a 6x program in *Pharmacy Today* and get a 3x program in *JAPhA* at no additional cost.*

Ads need to be the same product and same size in each book (e.g., spread in *Pharmacy Today* must be spread in *JAPhA*).

*Premium positions in *Pharmacy Today* will convert to run-of-book in *JAPhA*.

- Advertise in *Pharmacy Today* and *Student Pharmacist* in the same month with the same ad and deduct 50% from the *Student Pharmacist* ad.
- Supplement/*Pharmacy Today* National or Health-Systems Edition combo; same ad, same month as the supplement, receive 25% off each insertion.
- Advertise in the March issue of *Pharmacy Today* and *Annual Meeting News* (AMN) and receive a king page at the island page rate (a 15% discount).
- Advertise in *Pharmacy Today* and place a banner ad on APhA's website, www.pharmacist.com, during the same month and deduct 50% from the banner ad cost.

DOUBLE EXPOSURE AD PROGRAM

Advertise same product in any three consecutive issues of *Pharmacy Today* and earn a FREE repeat ad (same size/color) in the third issue.

COLOR RATES

Charge per color per page or fraction (based on 4-color process printing). In addition to black-and-white earned rate:

Standard 2nd color:	\$790
Matched 2nd color:	\$935
Four color:	\$2,120
4-color spread:	\$3,180

PREMIUM POSITION RATE

In addition to black-and-white earned rate:

Inside front cover:	25%
Inside back cover:	20%
Back cover:	50%

Then add charge for color.

FURNISHED INSERT RATES

	2 page	4 page	6 page	8 page
1x	\$16,960	\$33,070	\$41,085	\$54,780
3x	\$16,535	\$29,840	\$38,050	\$48,415
6x	\$14,925	\$28,480	\$34,605	\$43,745
12x	\$14,240	\$25,730	\$31,565	\$40,910
24x	\$12,870	\$23,160	\$28,725	\$38,455

For 16-page units, please contact your sales representative.

INSERTS

See mechanical requirements for full details.

DEMOGRAPHIC/GEOGRAPHIC SPLIT RUNS

Demographic/geographic split-run advertising is accepted for full-page ROB ads and furnished inserts. Zip codes are required for geographic split-runs. The minimum for a split-run is 15% of the national circulation. Selections less than 15% will be charged the 15% rate. Space rates are based on the 1X 4/c rate plus \$1,000 for production charges (the space and production charges are commissionable).

AGENCY COMMISSION/TERMS

15% on space, color, and position only to recognized agencies, contingent on payment within 30 days of invoice date.

EARNED RATES

Advertising in any APhA periodical or supplement counts towards frequency. Exhibitors at the APhA Annual, at the JFPS Annual and sponsors of custom promotional programs earn a 12-time rate and can build frequency from that point.

CLOSING DATES & GENERAL INFORMATION

Issuance:

Frequency: Monthly

Issue date:

10th of each month.

Closing date:

10th of month preceding publication.

Materials deadline:

15th of month preceding publication.

If extensions are required, please call

Bill Succolosky at (202)429-7553 or

e-mail bsuccolosky@APhAnet.org

Affiliation:

American Pharmacists Association

Requirements for Acceptance of Advertising:

For acceptance, advertising must be consistent with the publisher's policy of service to the pharmacy community.

Complete advertising acceptance policy is available at www.pharmacytoday.org

Established:

1995

CIRCULATION - NATIONAL EDITION

Access pharmacists in all pharmacy practice settings. *Pharmacy Today's* circulation ensures that your message is delivered to a credible, qualified audience.

<u>Retail</u>		
Independent		24,504
Chain		55,457
Supermarket		1,615
Mail Service		2,274
HMO/Managed Care		522
Physician Based		52
Total Retail		84,424
<u>Health System</u>		
Hospital		30,009
Clinic		759
Federal		1,085
Consultant		662
Home/LTC		551
Nuclear		237
Total Health System		33,303
Total Retail & Health System		117,727
<u>Other</u>		
Pharmacists not elsewhere classified		11,846
Students & Academia		9,153
Pharmacy Technician		979
Industry		784
Association/Regulator		179
Total Other		22,941
TOTAL CIRCULATION		140,668

Source: Circulation as of September 2009

EDITORIAL

Pharmacy Today is the monthly medication therapy management (MTM) periodical of the American Pharmacists Association. The editorial includes profiles of innovative practices that employ MTM techniques, MTM Tip of the Month, Product Showcase, ISMP Error Alert, Counseling Corner, On the Docket and other relevant features for practicing pharmacists. Origin of Editorial – 75% staff written, 25% solicited. Advertising ratio averages 60% editorial/40% advertising.

BONUS DISTRIBUTION

March/April

APhA Annual Meeting & Exposition
March 12-15, Washington DC

September/October

Joint Forces Pharmacy Seminar
October 18-21, Chattanooga, TN

2010 EDITORIAL CALENDAR

Month	Issue Focus	Added Value
January	Cardiology	
February	Oncology	
March	Rheumatology	
April	Dermatology	
May	Psychiatry	
June	Neurology	Ad Test
July	GI disorders	
August	Women's health	
September	Diabetes	
October	Lipids/anticoagulation	2 for 1 Ad/Editorial Spread
November	Alzheimer's/Dementia	
December	Respiratory diseases	Ad Test

PHARMACY TODAY HEALTH SYSTEM EDITION

A monthly demographic issue distributed to hospital pharmacists, clinical pharmacists, federal pharmacists, home care and long term care pharmacists, consultant pharmacists and nuclear pharmacists.

BLACK-AND-WHITE RATES - HS EDITION

	1x	3x	6x	12x	24x	36x	48x	60x
Full Page	\$2,040	\$1,940	\$1,785	\$1,620	\$1,460	\$1,385	\$1,345	\$1,315
2/3 Page	\$1,630	\$1,555	\$1,430	\$1,300	\$1,175	\$1,110	\$1,080	\$1,050
1/2 Page	\$1,225	\$1,175	\$1,070	\$980	\$875	\$835	\$815	\$795
1/3 Page	\$885	\$840	\$775	\$705	\$630	\$600	\$585	\$570
1/4 Page	\$665	\$630	\$580	\$530	\$480	\$460	\$440	\$430

COLOR RATES

Charge per color per page or fraction (based on 4-color process printing). In addition to black-and-white earned rate:

Standard 2nd color:	\$800
Matched color:	\$900
Four color:	\$1,000
4-color spread:	\$1,800

EXTRA VALUE

Advertise in 3 consecutive issues and receive 50% OFF the earned rate of the 4th consecutive issue (Same size & color).

2010 SUPPLEMENTS

OTC Supplement – publish date February 2010 – closing date for space reservations, January 8, material deadline, January 15

Immunization Supplement – publish date August 2010 - closing date for space reservations, July 9, material deadline, July 16.

Pain Supplement – publish date September 2010 - closing date for space reservations, August 6, material deadline, August 13.

Pharmacy Today OTC Supplement is mailed to community pharmacists in chain, independent, supermarket, HMO/managed care, mail service and physician based practices.

Pharmacy Today Immunization and Pain Supplements are mailed to pharmacists in community and health- systems practices.

See special Pharmacy Today/Supplement combo incentive rates on page 1.

ADVERTISING PROGRAMS

APhA's advertising programs provide added value and unique exposure for your marketing message:

- “Dear Pharmacist” Letter Program
- One Minute Counselors
- New Product Bulletin
- New Therapeutic Bulletin
- DTC Campaign Highlights
- **Today** in Pharmacy Drug Therapy
- Informational posters
- Combination buy for *Pharmacy Today/JAPhA*
- Combination buy for *Pharmacy Today/Student Pharmacist*
- **Annual Meeting News**
- Reprint programs
- And many other custom advertising programs for every marketing situation and budget

SUPPLEMENT RATES

FEBRUARY OTC

AD UNIT	GROSS RATE
Black & White	
Full page	\$5,760
2/3 page	\$4,225
1/2 page	\$3,210
1/3 page	\$2,190
1/4 page	\$1,700

Color

2-color	\$555
Matched 2-color	\$655
4-color	\$1,485

Furnished inserts

2-page	\$11,525
4-page	\$22,475
6-page	\$27,920
8-page	\$37,230

AUGUST PAIN AND SEPTEMBER IMMUNIZATION

AD UNIT	GROSS RATE
Black & White	
Full page	\$6,585
2/3 page	\$4,830
1/2 page	\$3,665
1/3 page	\$2,500
1/4 page	\$1,940

Color

2-color	\$635
Matched 2-color	\$750
4-color	\$1,700

Furnished inserts

2-page	\$13,175
4-page	\$25,685
6-page	\$31,915
8-page	\$42,555

FURNISHED INSERT RATES

	2 page	4 page	6 page	8 page
1x	\$4,080			
3x	\$3,875	\$7,515		
6x	\$3,570	\$6,925	\$10,175	\$13,280
12x	\$3,245	\$6,295	\$9,245	\$12,065
24x	\$2,915	\$5,660	\$8,320	\$10,855

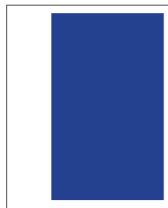
MECHANICAL REQUIREMENTS 2010



FULL PAGE

Digital Ad Requirements:

Electronic submission of material is preferred and encouraged through transmission of industry standard PDF/X1a files to ensure accuracy and print quality. Call the ad manager for alternative electronic formats. Files accepted on disk or by e-mail. Any adjustments/corrections to the files will be done by customer and resubmitted to APhA ad manager. APhA does not guarantee any changes made to or reformatting of customer files. Files can be e-mailed to APHAPubs@gmail.com.



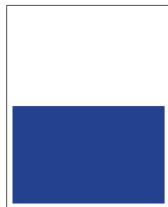
2/3 PAGE

Disposition of Materials:

Will be held for one year from date of last insertion.

Tip-ins:

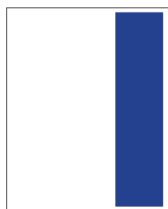
Ship flat or folded to 7 3/4" x 10 3/4". Inserts will glue 1/8" in from spine, and trim flush with head, face and foot. Keep live matter 1/4" from trimmed edges. Allow 1/4" for head, face, and foot trim. All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for bindery.



1/2 PAGE

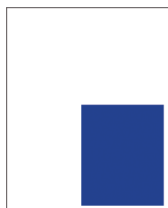
Paper & Binding:

Text: 45# coated
Cover: 80# coated
Binding: saddle-stitched



1/3 PAGE

- Publication trim size: 7 3/4" x 10 1/2"
- Live area: Keep 1/2" from trim.
- Insert page count and stock weights: maximum, 16 pages on 70# stock, minimum 1 page on 70# stock. Cards are required to print on 7-point or 75# hi-bulk stock. Sample of insert stock must be submitted for approval before publication.
- Quantity per issue: 145,100 plus 4% spoilage.



1/4 PAGE

Ad Sizes and Bleed Sizes (in inches):

	Non-bleed	Trim Size	Bleed
2 Facing Pages	14 1/2 X 9 1/2	15 1/2 X 10 1/2	15 3/4 X 10 3/4
Full Page	6 3/4 X 9 1/2	7 3/4 X 10 1/2	8 X 10 3/4
2/3 Vertical	4 1/2 X 9 1/2	5 1/8 X 10 1/2	5 1/4 X 10 3/4
1/2 Horizontal	6 3/4 X 4 5/8	7 3/4 X 5 1/4	7 7/8 X 5 3/8
1/3 Vertical	2 1/8 X 9 1/2	2 3/4 X 10 1/2	2 7/8 X 10 3/4
1/4 Vertical	3 3/8 X 4 5/8	4 X 5 1/4	4 1/8 X 5 3/8

For more comprehensive information, contact:

Bill Succolosky
Senior Director, Creative Services,
Associate Publisher
Tel. (202) 429-7553
bsuccolosky@aphanet.org

Please note:

Name of product and month(s) of insertion must be placed on each box. Boxes must be numbered (e.g., 1 of 10, 2 of 10).

Printer:

Brown Printing Co.
Pharmacy Today
Attn: Pam Cortez
11595 McConnell Rd.
Woodstock, IL 60098
Phone: (815) 206-626

Publisher's Liability:

Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by publisher is contained if such failure is due to acts of God, strikes, or other circumstances beyond the publisher's control.

Indemnification of Publisher:

In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify and hold harmless the publisher, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

Insertion Orders and Reproduction Materials:

Kristin Hodges
APhA
2215 Constitution Ave., NW,
Washington, DC 20037
Tel. (202) 429-7583
Fax (202) 628-5425
khodges@aphanet.org
APHAPubs@gmail.com

Specialty Advertising Programs:

Contact the publisher for belly bands, bookmarks, cover tips, sponsored subscriptions, cover wraps and outsert information.