



Journal of the American Pharmacists Association

PUBLISHED BY

American Pharmacists Association
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 www.pharmacist.com



DISPLAY ADVERTISING SALES

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CLASSIFIED ADVERTISING SALES

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 New York, NY 10010
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BLACK-AND-WHITE RATES

Frequency	1X	3X	6X	12X	24X	36X	48X	60x
Full page	\$3,640	\$3,545	\$3,450	\$3,200	\$3,020	\$2,910	\$2,840	\$2,730
2/3 page	2,815	2,745	2,675	2,475	2,335	2,250	2,195	2,110
1/2 page	2,155	2,100	2,050	1,895	1,785	1,725	1,680	1,615
1/3 page	1,710	1,670	1,625	1,505	1,420	1,365	1,335	1,280
1/4 page	1,325	1,295	1,260	1,165	1,100	1,060	1,035	995

COLOR RATES

Charge per color per page or fraction (based on four-color process printing).

In addition to black-and-white earned rate:

- Standard 2nd color: \$715
 - Matched 2nd color: \$850
 - Four color: \$1,720
 - Spread 4 color: \$2,580
- (Metallic ink available).

BLEED No charge.

PREMIUM POSITION RATES

In addition to black-and-white earned rate:

- Inside front cover: 25%
 - Inside back cover: 20%
 - Back cover: 50%
- Then add charge for color.

INSERTS See mechanical requirements for full details.

AGENCY COMMISSION/TERMS

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

ADVERTISING PLACEMENT POLICY

Advertising is placed before or after the editorial pages and is rotated front and back of the publication.

FURNISHED INSERT RATES

	2 Page	4 Page	6 Page	8 Page
1x	\$7,280	\$14,560	\$17,595	\$23,460
3x	6,900	12,800	16,320	20,535
6x	6,400	12,080	14,840	19,310
12x	6,040	11,360	13,540	17,340
24x	5,680	10,200	12,320	15,605

EARNED RATES

Earned rates are based on total number of pages in a calendar year. The earned rate is determined by the number of individual pages.

VALUED ADVERTISER INCENTIVE PROGRAMS COMBO CONTINUITY PROGRAMS

- 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*.



CLOSING DATES & GENERAL INFO

Issuance:

Frequency: Bimonthly

Issue date:

Issue	Publication Date
Jan/Feb	January 1
Mar/Apr	March 1
May/June	May 1
Jul/Aug	July 1
Sept/Oct	September 1
Nov/Dec	November 1

Closing Date/Materials Deadline:

10th of month preceding publication date

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.

Established:

1912

CIRCULATION

JAPhA gives your marketing message the quality, credible audience it needs.

Classification	Print	'Online	Total
Academia	697	938	1,635
Association/Regulator	103	120	223
Chain	2,668	3,463	6,131
Clinic	294	397	691
Consultant Pharmacists & Physician-Based Pharmacists	392	272	604
Federal	502	717	1,219
HMOs/PPOs	184	247	431
Home/LTC	183	243	426
Hospitals	1,386	1,755	3,141
Independent	1,697	1,995	3,692
Industry	401	461	862
Mail service	1,438	1,406	2,844
Nuclear	138	198	336
Other	2,729	7,532	10,261
Physician Based	25	35	60
Student	818	10,450	11,268
Supermarket	388	585	973
Totals	13,923	30,874	44,797

Source – APhA circulation as of November/December 2009

EDITORIAL

JAPhA, the official peer-reviewed journal of the American Pharmacists Association, provides readers with original research, reviews, analysis, and opinion that support the development of pharmaceutical care as the practice standard for pharmacists.

JAPhA emphasizes the vital link between science and practice by presenting current, top-quality research in an accessible, relevant form. The journal also features viewpoint articles and trends and analysis from the opinion leaders of health care, and each issue includes continuing education articles to enhance pharmacists' clinical knowledge and practice skills.

Content:

- Original research
- Economic, social, and administrative pharmacy
- Clinical and practice reviews
- Tools for advancing pharmacy practice
- Experiences of practicing pharmacy
- OTC product updates
- New drug updates
- Continuing education
- Practice trends
- Vaccine update
- Heroes of pharmacy
- Medication errors
- Legislation and regulation
- Association report

Origin of Editorial:

Staff written	5%
Solicited	10%
Submitted	85%

Articles are peer reviewed by outside content experts and selected members of the Editorial Advisory Board.

Average Issue Information:

Average number of articles per issue: 14

Average length of articles: 8 pages

Average advertising-to-editorial ratio: 20/80

BONUS DISTRIBUTION ISSUES

Extend your reach and visibility with bonus distribution at major pharmacy meetings throughout the year when you advertise in the *Journal of the American Pharmacists Association*.

March/April

APhA Annual Meeting & Exposition
March 12-15, 2010
Washington, DC

October

Joint Forces Pharmacy Seminar
October 18-21, 2010
Chattanooga, TN

SPECIAL JOINT FORCES PHARMACY SEMINAR OFFER

Exhibitors at the 2010 Joint Forces Pharmacy Seminar (JFPS) in Chattanooga, TN, are invited to take advantage of a special advertising opportunity in the September/October issue of **JAPhA**.

The American Pharmacists Association is the meeting planner and educational coordinator for JFPS. Within the September/October issue of **JAPhA** is a special section featuring abstracts of papers that will be presented at the meeting. Advertising is being accepted for this section of **JAPhA**.

In addition to the regular circulation, the September/October issue of **JAPhA** will be included in the registration bag that is given to all JFPS attendees. To ensure ready access to extra copies, the issue will also be distributed from the American Pharmacists Association booth that will be located on the exhibit floor.

Advertising will be interspersed within the abstracts section at a discounted rate of \$1,950 net per single page (either B&W or 4-color). Spread ads are available at \$3,500 net per spread. For two consecutive back-to-back pages, the rate is \$3,150 net. For additional consecutive pages, add \$1,100 net for each consecutive page.

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 Therapeutics 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

JOURNAL OF THE AMERICAN PHARMACISTS ASSOCIATION SUBSCRIPTION OFFICE

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Tel: 1-800-633-4931
E-mail: japha@subscriptionoffice.com



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

Typesetting and Design:

All typesetting and graphic design required by publisher will be charged to advertiser. Call for prices.

Disposition of Materials:

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



1/2 PAGE

Inserts:

Inserts are accepted. Sample of insert must be submitted for approval at least 30 days before issue closing date.

Two samples should be sent to:

Kristin Hodges

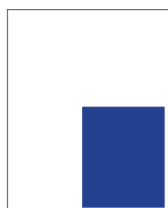
APhA
2215 Constitution Ave., NW
Washington, DC 20037
Tel. (202) 429-7583
Fax (202) 628-5425
E-mail: khodges@aphanet.org



1/3 PAGE

Trimming:

Ship folded to 8 x 10 3/4". Trimming of oversized inserts will be charged at cost. Keep live matter 1/4" from trimmed edges and 1/4" from gutter trim. Book is jogged to head. Allow 1/8" for head, outside, and foot trim. Allow 1/8" grind-off for gutter. All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for bindery.



1/4 PAGE

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.

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	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

Bleeds:

Keep essential material 1/2" from all sides.

Paper Stock:

Text: 45# coated
Cover: 80# coated
Binding: perfect bound

- 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: 20,000 plus 4% spoilage.

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.
JAPhA
Attn: Pam Cortez
11595 McConnell Rd.
Woodstock, IL 60098
Phone: (815) 206-6263

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 Digital Graphic Files:

JAPhA

Kristin Hodges

Advertising Coordinator
APhA
2215 Constitution Ave., NW,
Washington, DC 20037
Tel. (202) 429-7583
Fax (202) 628-5425
E-mail: khodges@aphanet.org

Specialty Advertising Programs:

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