



Journal of the American Pharmacists Association



PUBLISHED BY

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CLASSIFIED ADVERTISING REPRESENTATIVES

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Classified Advertising Rates

Black-and-White Rates:

	1X	3X	6X	12X
Full Page	\$3,375	\$3,265	\$3,155	\$3,050
1/2 Page	1,790	1,685	1,610	1,540
1/4 Page	1,475	1,445	1,410	1,250
1/8 page	915	865	805	780

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

Composition:

Full page: \$150 • Half page: \$125 • Quarter page: \$95

Earned Rates: Earned rates are based on total number of insertions in a calendar year. Insertions of parent companies and subsidiaries are combined to determine earned rate.

Agency Commission/Terms: 15% on space only to recognized agencies, contingent on payment within 30 days of invoice date.

SPECIAL COMBINATION RECRUITER PACKAGE

Any advertising in Pharmacy Today will get 50% OFF* in JAPhA.
 *Same size, color, and corresponding issue.

Closing Dates and General Information

Space and Materials Closing Dates

Month	Space & Material
January/February	December 10th & 15th
March/April	February 10th & 15th
May/June	April 10th & 15th
July/August	June 10th & 15th
September/October	August 10th & 15th
November/December	October 10th & 15th

Established: 1912

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

Frequency: Bimonthly.

Circulation

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

Classification	Print	Online	Total
Independent	2,136	811	2,947
Chain & Supermarket	3,289	1,721	5,010
Consultant Pharmacists & Physician Based Pharmacists	392	123	515
HMOs/PPOs	230	82	312
Mail service	2,154	167	2,321
Hospitals*	2,332	1,183	3,515
Federal	578	282	860
Industry	483	214	697
Academia**	1,116	6,559	7,675
Other***	4,279	1,600	5,879
Totals	16,989	12,742	29,731

* includes Hospital, Home/LTC, Clinic and Nuclear pharmacists

** includes Academia, Students and Association/Regulatory

*** includes other pharmacists not elsewhere classified

Editorial

Editorial Content:

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 healthcare, 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

March/April
 APhA Annual Meeting & Exposition
 April 3-6, 2009
 San Antonio, TX

September/October
 NCPA Annual Convention & Trade
 Exposition
 October 17-21, 2009
 New Orleans, LA

November/December
 ASHP Mid-Year Clinical Meeting
 December 6-10, 2009
 Las Vegas, NV

July/August
 NACDS Pharmacy & Technology
 August 8-12, 2009
 Boston, MA

Joint Forces Pharmacy Seminar
 October 25-29, 2009
 Reno, NV

Subscription Office

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Mechanical Requirements

Sizes

Size	Non-bleed (WxH)	Bleed (WxH)
Full page	6 ³ / ₄ " x 9 ¹ / ₄ "	7 ⁷ / ₈ " x 10 ³ / ₄ "
½ page vertical	3 ¹ / ₄ " x 9 ¹ / ₄ "	
½ page horizontal	6 ³ / ₄ " x 4 ⁵ / ₈ "	
¼ page vertical	3 ¹ / ₄ " x 4 ¹ / ₂ "	
⅛ page	3 ¹ / ₄ " x 2 ¹ / ₈ "	

Trim Size:

Trim size of publication is 8¹/₄" x 10⁵/₈".

Bleeds:

Keep essential materials ½" from all sides.

Paper Stock:

Inside pages 45# coated
 Covers 80# coated

Type of Binding: Perfect bound.

Space contracts, insertion orders, and reproduction materials to:

JAPhA
 c/o Elsevier
 360 Park Avenue South
 New York, NY 10010

Reproduction Requirements:

Ads can be sent electronically in a pdf file format (black plate only); 133 lpi or 2540 dpi. Files can be sent via AdSEND to account PAPVF or e-mailed to t.peppers@elsevier.com.

Typesetting and Design:

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

Disposition of Materials:

Materials will be held for one year from date of last insertion.

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, without limitation, claims or suits for libel, violation of rights of privacy, copyright infringements, or plagiarism.

