

Print + Online Recruitment Advertising Combination Rate Card
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An official publication of the American Pharmacists Association

Pharmacy Today




PUBLISHED BY

American Pharmacists Association
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Tel. (800) 237-2742 • Fax (202) 628-5425
www.pharmacist.com

CLASSIFIED ADVERTISING REPRESENTATIVE

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Classified Advertising Rates

Black-and-White Rates:	1x	3x	6x	12x
Full Page:	\$4,045	\$4,020	\$3,805	\$3,695
1/2 Page:	2,395	2,235	2,165	2,040
1/4 Page:	1,415	1,380	1,220	1,105
1/8 Page:	825	805	725	585
Column Inch 3.25 x 1.50	380			

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
2 color 10% of space • 4 color 15% of space	

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.

Closing Dates and General Information

Space and Materials Closing Dates

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

Established: 1995.

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

Frequency: Monthly.

Editorial

Pharmacy Today is the monthly medication therapy management (MTM) magazine of the American Pharmacists Association; offering readers profiles of practices that employ unique MTM techniques to effectively serve their patients. Readers can use these profiles as models to develop and improve their own MTM practice, increase patient adherence and build patient loyalty. Additional regular features include:

- MTM Tip of the Month – Practical information for today's practitioners
- Continuing Education – The opportunity to earn a minimum of two credits each month
- Product Showcase – New approvals of selected Rx and OTC items
- In depth coverage of newly approved chemical entities
- ISMP Error Alert – The recognition and avoidance of potential drug problems
- OTCs Today – Practical information when you're in the OTC aisles with your patients
- Counseling Corner – Tips for educating your patients about their acute or chronic conditions and treatment options.
- Integrative and Alternative Therapies – Evidence based articles that support or reject specific therapies.
- Other articles include:
 - On the Docket – The intricacies of laws affecting the practice of pharmacy
 - Washington Insider – Highlights of government measures that can affect your practice
 - On Your Behalf – Details of APhA's policy and advocacy initiatives to enhance and improve the profession of pharmacy in all practice settings

Circulation

<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

General Information

BONUS DISTRIBUTION

APhA Annual Meeting Exposition Joint Forces Pharmacy Seminar
 March 12-15, Washington DC October 18-21, Chattanooga, TN

Mechanical Requirements

Sizes	Width x Height
Full page	6 ³ / ₄ " x 9 ¹ / ₄ "
1/2 page vertical	3 ¹ / ₄ " x 9 ¹ / ₄ "
1/2 page horizontal	6 ³ / ₄ " x 4 ⁵ / ₈ "
1/4 page vertical	3 ¹ / ₄ " x 4 ¹ / ₂ "
1/8 page horizontal	3 ¹ / ₄ " x 2 ¹ / ₈ "
Column Inch	3 ¹ / ₄ " x 1 ¹ / ₅ "

Trim Size: Trim size of publication is 7³/₄" x 10¹/₂"

Bleeds: Keep essential materials 1/2" from all sides.

Paper Stock: 45# coated.

Type of Binding: Saddle stitch.

Space contracts, insertion orders, and reproduction materials to:
 Pharmacy Today
 c/o Elsevier, Inc.
 360 Park Ave South
 New York, NY 10010

Reproduction Requirements:

Ads can be sent electronically in a pdf file format (black plate only); 133 lpi or 2,540 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:

Publishers 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 or 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 infringement, or plagiarism.

