

STUDENT PHARMACIST

News magazine of the Nation's Student Pharmacists
An Official Publication of the American Pharmacists Association

PUBLISHED BY

American Pharmacists Association
1100 15th Street, NW, Suite 400, Washington, DC 20005-1707
Tel. (800) 237-2742 | Fax (202) 628-5425 | www.aphanet.org | www.pharmacist.com

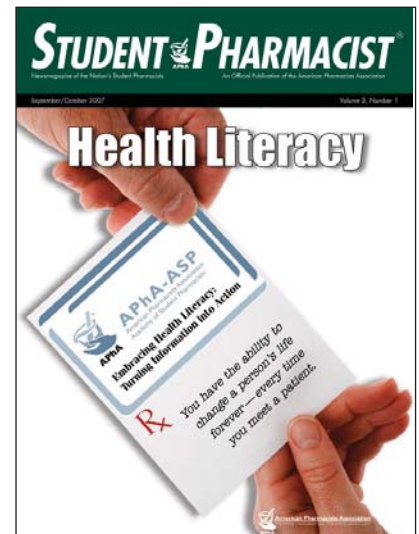
PRODUCT ADVERTISING CONTACT

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CLASSIFIED ADVERTISING SALES

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BLACK-AND-WHITE RATES

| Frequency | 1X | 3X | 6X | 12X | 24X | 36X |
|-----------|---------|---------|---------|---------|---------|---------|
| Full page | \$3,050 | \$2,660 | \$2,425 | \$1,995 | \$1,905 | \$1,815 |
| 2/3 page | 2,225 | 1,940 | 1,770 | 1,630 | 1,525 | 1,475 |
| 1/2 page | 1,905 | 1,780 | 1,655 | 1,535 | 1,480 | 1,400 |
| 1/3 page | 1,435 | 1,250 | 1,140 | 940 | 895 | 850 |
| 1/4 page | 1,020 | 955 | 895 | 840 | 755 | 725 |

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: \$ 660
Matched 2nd color: \$ 780
Four color: \$1,590
4-color spread: \$2,385

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.

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.

FURNISHED INSERT RATES

| | 2 Page | 4 Page | 6 Page |
|----|---------|----------|----------|
| 1x | \$6,100 | \$10,640 | \$14,550 |
| 3x | 5,320 | 7,980 | 10,175 |
| 6x | 3,990 | 7,620 | 9,255 |

For larger units, please contact your sales representative

COMBO ADVERTISING DISCOUNTS

Advertise in *Pharmacy Today* and *Student Pharmacist* in the same month with the same ad and deduct 50% from the *Student Pharmacist* ad.

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. A spread counts as two pages. A full page or fractional page counts as a single page toward frequency. Each side of an insert counts as one page. Insertions of parent companies and subsidiaries are combined to determine earned rate.

CLOSING DATES & GENERAL INFO

Issuance:

Frequency: Bimonthly

Issue date:

Issue *Publication Date*

Jan/Feb January 1

Mar/Apr March 1

May/Jun May 1

Jul/Aug July 1

Sept/Oct September 1

Nov/Dec November 1

Closing date:

15th of month, 2 months 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.

CIRCULATION

Student Pharmacist, the newsmagazine of the nation's student pharmacists, is mailed directly to 27,000 PharmD students within the United States.

READERSHIP

Published bimonthly, *Student Pharmacist* is the premier publication that PharmD candidates rely on for information regarding their pharmacy career planning.

EDITORIAL

Student Pharmacist provides news and information that affect readers' daily lives, including—

- Career advice from the pros
- Practice-setting profiles
- Student viewpoints on today's hot issues
- Professionalism tips
- Political advocacy in action news
- Tools for improved pharmacist–patient communication
- Information on technological advances
- The latest from APhA and APhA–ASP chapters

ADVERTISING

Under new standards of the Accreditation Council on Pharmacy Education, student pharmacists are spending more than 30% of their pharmacy school time in experiential-based training, much of it in community pharmacies. Tomorrow's graduates will thus benefit from more hands-on training and direct patient care experiences.

Through their rotations with community pharmacy preceptors, today's student pharmacists are playing a role in OTC and Rx product decisions. In other words, student pharmacists are now a viable marketing target, one you should keep in mind as you develop strategies for marketing your products. Student pharmacists are the important decision-makers of tomorrow, and they will carry the lessons learned today into practice for decades to come.

The American Pharmacists Association's official student publication, *Student Pharmacist* is a cost efficient way to familiarize students with your company and your products.



2008 EDITORIAL CALENDAR

ISSUE

January/February

March/April

May/June

July/August

September/October

November/December

COVER STORY

Careers

Annual Meeting

Philanthropy

Political Action

Medication Reconciliation/

APhA-ASP President's Theme

Health Care Collaboration

ABCs of OTCs

Cough & Cold

Foot Care

Health & Beauty Aids

Summertime Care

Head Lice

Dental Care

BONUS DISTRIBUTION ISSUES

Extend your reach and visibility with bonus distribution at major pharmacy meetings throughout the year when you advertise in

March/April

APhA Annual Meeting & Exposition

March 15-17, 2008

San Diego, CA

July/August

NACDS Pharmacy & Technology

August 23-27, 2008

San Diego, CA

September/October

NCPA Annual Convention & Trade Exposition

October 11-15, 2008

Tampa, FL

November/December

Joint Forces Pharmacy Seminar

November 3-6 2008

Louisville, KY

ASHP Mid-Year Clinical Meeting

December 7 - 11, 2008

Orlando, FL.



MECHANICAL REQUIREMENTS 2008



FULL PAGE



2/3 PAGE



1/2 PAGE



1/3 PAGE



1/4 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 email. 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.

Disposition of Materials:

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

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
1100 15th Street, NW, Suite 400
Washington, DC 20005-1707
Tel. (202) 429-7583
Fax (202) 628-5425
E-mail: khodges@aphanet.org

Trimming:

Ship folded to $7 \frac{7}{8}'' + \frac{3}{8}''$ pickup flap x $10 \frac{3}{4}''$. Trimming of oversized inserts will be charged at cost. Keep live matter $\frac{1}{4}''$ from trimmed edges and $\frac{1}{4}''$ from gutter trim. Book is jogged to head; head trim is $\frac{1}{8}''$; allow $\frac{1}{4}''$ for gutter, outside, and foot trim. All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for bindery.

Tip-ins:

Ship flat or folded to $7 \frac{3}{4}''$ x $10 \frac{3}{4}''$. Inserts will glue $\frac{1}{8}''$ in from spine, and trim flush with head, face and foot. Keep live matter $\frac{1}{4}''$ from trimmed edges. Allow $\frac{1}{4}''$ 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 $\frac{1}{2}$ X 9 $\frac{1}{2}$ | 15 $\frac{1}{2}$ X 10 $\frac{1}{2}$ | 15 $\frac{3}{4}$ X 10 $\frac{3}{4}$ |
| Full Page | 6 $\frac{3}{4}$ X 9 $\frac{1}{2}$ | 7 $\frac{3}{4}$ X 10 $\frac{1}{2}$ | 7 $\frac{7}{8}$ X 10 $\frac{3}{4}$ |
| $\frac{2}{3}$ Vertical | 4 $\frac{1}{2}$ X 9 $\frac{1}{2}$ | 5 $\frac{1}{8}$ X 10 $\frac{1}{2}$ | 5 $\frac{1}{4}$ X 10 $\frac{3}{4}$ |
| $\frac{1}{2}$ Horizontal | 6 $\frac{3}{4}$ X 4 $\frac{5}{8}$ | 7 $\frac{3}{4}$ X 5 $\frac{1}{4}$ | 7 $\frac{7}{8}$ X 5 $\frac{3}{8}$ |
| $\frac{1}{3}$ Vertical | 2 $\frac{1}{8}$ X 9 $\frac{1}{2}$ | 2 $\frac{3}{4}$ X 10 $\frac{1}{2}$ | 2 $\frac{7}{8}$ X 10 $\frac{3}{4}$ |
| $\frac{1}{4}$ Vertical | 3 $\frac{3}{8}$ X 4 $\frac{5}{8}$ | 4 X 5 $\frac{1}{4}$ | 4 $\frac{1}{8}$ X 5 $\frac{3}{8}$ |

Paper & Binding:

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

Half Tones:

150-line screen recommended.

- Publication trim size: 7 $\frac{3}{4}''$ x 10 $\frac{1}{2}''$
- Live area: Keep $\frac{1}{2}''$ from trim.
- Insert page count and stock weights: maximum, 8 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.
- 26,500 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:

Student Pharmacist
Brown Printing Co.
Attn: Donna Tiedt
11595 McConnell Rd.
Woodstock, IL 60098
Phone: (815) 206-6389

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:

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