

STUDENT PHARMACIST

Newsmagazine of the Nation's Student Pharmacists

An Official Publication of the American Pharmacists Association

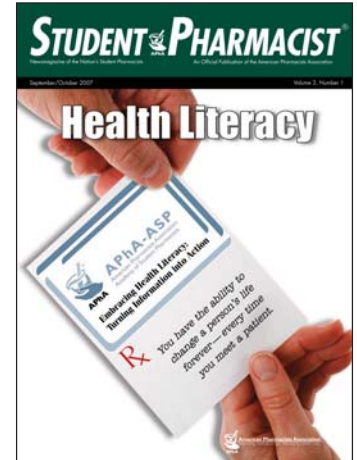
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Classified Advertising Rates

Rates

Size	1X	3X	6X
Full Page	\$3,050	\$2,860	\$2,425
1/2 Page Vertical	1,905	1,780	1,655
1/2 Page Horizontal	1,905	1,780	1,655
1/4 Page Vertical	1,020	955	895
1/4 Page Square	1,020	955	895

2nd color \$660 • 4-color \$1,590 • 4 color Spread \$2,385

Composition

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

SPECIAL COMBINATION RECRUITER PACKAGE

Any advertising in *Pharmacy Today* will get 50% OFF* in *Student Pharmacist*.

*Same size, color, and corresponding issue.

Closing Dates and General Information

Space and Materials Closing Dates

15th of month, 2 months before publication date.

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

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

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Advertising

Under new standards of the Accreditation Council on Pharmacy Education, student pharmacists are spending more than 30% of their pharmacy school time in experienced-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.

Bonus Distribution

March/April

APhA Annual Meeting & Exposition
 March 15-17, 2008
 San Diego, CA

September/October

NCPA Annual Convention & Trade
 Exposition
 October 11-15, 2008
 Tampa, FL

ASHP Mid-Year Clinical Meeting
 December 7 - 11, 2008
 Orlando, FL.

July/August

NACDS Pharmacy & Technology
 August 23-27, 2008
 San Diego, CA

November/December

Joint Forces Pharmacy Seminar
 November 3-6 2008
 Louisville, KY

Mechanical Requirements

Ad Sizes

Size	Non-bleed (WxH)	Bleed (WxH)
Full page	6¾" x 9¼"	7⅞" x 10¾"
½ page vertical	3¼" x 9¼"	
½ page horizontal	6¾" x 4⅝"	
¼ page vertical	3¼" x 4½"	
⅙ page	3¼" x 2⅛"	
Column Inch	3¼" x 1½"	

Trim Size

Trim size of publication is 7¾" x 10½"

Bleeds

Keep essential materials ½" from all sides.

Paper Stock

Inside pages 45# coated
 Covers 60# coated

Reproduction Requirements

Digital files must be one ad per file; all high-resolution images and fonts must be included. Images must be CMYK or grayscale, TIFF or EPS format, 300 dpi or more. Total area density must not exceed 300%. Do not nest EPS files within EPS files. Do not use RGB or JPEG format images. All files at 100%. Digital proof (color or B/W) that matches digital file must be included.

Half-Tones

133-line screen recommended

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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 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 infringements, or plagiarism.

