



Indiana Pharmacists Alliance Advertising & Sponsorship Rates

Indiana Pharmacist and www.indianapharmacists.org

Quarterly journal and web site of the Indiana Pharmacists Alliance

Rates Effective January 1, 2011

Circulation

Approximately 1,300 subscribers include Indiana Pharmacists Alliance (IPA) members who represent community (chain and independent) pharmacy, health-system, and long-term care pharmacy around the state.

Journal Display Ad Rates (Rate is Per Issue)			Web Site Sponsor Rate
Black/White	4X	1X	Annually \$2,000
Full page	\$540	\$625	
1/2 page	\$415	\$500	
1/4 page	\$290	\$375	
Other sizes will be quoted on a one-time basis.			

Classified Ads

Non-member and corporation classified advertising cost is \$125 per insertion for up to 100 words. Each additional word is \$1.50. Classified ads will run in the journal. *IPA Members may place one classified ad per quarter at no charge.*

Commission to Agencies

15% discount on earned page rate for agencies placing ad. No discount for ads not placed through agencies.

Copy Deadlines

Reservations for space are due on the 1st day of the month preceding publication issue date. Materials are due on the 10th day of the month preceding issue date. Publication months are March, June, September, and December (at the end of each quarter). Editor reserves right to adjust deadlines as needed. Contact publisher to confirm deadlines.

Advertising Policy

All advertising copy subject to the approval of the publisher. IPA reserves the right to reject any advertisement or to require that the word "advertisement" appear in any ad.

Preferred Position Rates

Preferred positions are honored on calendar year only; non-cancelable. Other requests for special positioning will be honored insofar as possible without charge, but such positioning will be at the discretion of the publisher.

Mechanical Specifications

Electronic files, in any version of Quark Express or high resolution PDF, are preferred format for submission of ad materials. Photoshop and other image files should be at 300 resolution and placed at 100 percent.

Trim size for Bleed:	8.5" x 11"
Full page (V):	7.5" x 10"
Full page (H):	10" x 7.5"
1/2 page (V):	3.5 x 10"
1/2 page (H):	7.5" x 4.5"
1/4 page (V):	3.5" x 4.5"
1/4 page (H):	7.5" x 2.25"
(V = vertical, H = horizontal)	
Screen: 133 line screen	

Additional Information

Standard color: \$200 (AAA red, green, blue, and yellow)

Matched color: \$235

Four-color process: add \$525

Inside Front Cover: 33% above earned rate

Inside Back Cover: 33% above earned rate

Center Spread: 30% above earned rate

Back Cover: 50% above earned rate

Printing: offset

Convention Issue: Third Quarter

Issuance: Quarterly (4 times per year)

Insert Requirements

2-page insert (single leaf) with a 2.5-3" stub, cost is 2X earned page rate. 4-page insert, cost is 4X page rate.

ImPAct Newsletter *Exclusive Sponsorship*

Published 12 times yearly. Only two sponsors will be accepted per year. Your company will receive 1/4-page ad quarterly and acknowledgement of your sponsorship for only \$2,000 per year. Add website sponsorship for an additional \$1,000 (save \$1,000).

Publisher

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