

NPPA Vendor eBlast Advertising - 2018 Rates & Specs

Description: E-Blast (Ad & Text), with your message *only*, to send to our NPPA contacts

Gross Cost Per Ad: \$750.00

<u>Type of Content</u>	<u>Size</u>	<u>Format</u>	<u>Deadline</u>
Photos for Margin (Small)	194 x 137 pixels	JPEG	15 th of month prior
Photos for Margin (Large)	194 x 275 pixels	JPEG	15 th of month prior
Photos for Main Text Area	350 x 150 pixels	JPEG	15 th of month prior
Content for Main Text Area	Up to 500 Words	Text	15 th of month prior

ORDER/CONTENT TERMS & DISCOUNTS AVAILABLE

Content: will be provided by you, with specs as noted above, and must first be approved by NPPA.

Discounts Available: current/new NPPA Member-7% discount allowed.

Payment Terms: Credit card must be provided at time of order, to either pay in full or “hold” your reservation. If not paying by credit card at time of order, you will be billed after your reservation order is received, with payment due upon receipt of our invoice.

PRODUCTION MONTHS & SCHEDULE

Available any time, *except* for dates between June 1 through September 1 each year (during high season of our Annual NPPA Conference, when we’re busy and other “E-Vite” eBlast options for advertising are available at a lower rate to Conference Exhibitors). Once content for your message has been received: NPPA will review, approve, or suggest edits if needed, then send you a "draft" copy to review (within 1-2 weeks of receipt of your content). Then after finalized, the eBlast will be sent out on a date of your choosing (we suggest Tuesdays, Wednesdays, or Thursday mornings as the best times).



The screenshot shows the NPPA logo and contact information at the top. Below it, there are two photo options: "Small Margin Photo" and "Large Margin Photo", separated by an "OR" button. To the right, there is a section titled "eBlast Advertising Advertorial/Photo" with instructions on how to edit and format the content. The instructions include: "Click [X] to edit", "Double-click to insert an image", "Right-click to format image", and "100 x 100 pixels". It also provides a detailed explanation of how to use case studies, testimonials, and success stories to drive traffic to a website.

AD SUBMISSIONS

Text portion sent in Word doc format.

Photo sent as JPEG at 194 x 275 pixels or greater.

Send to: Advertising@PharmacyPurchasing.com

DISTRIBUTION

eBlast Advertising is distributed to approximately 1,900 total Pharmacy Professionals (Purchasing Agents, Managers, Directors), GPO (Group Purchasing Organization) Reps, and Vendor Reps (*unless requesting to not include vendors*).



National
Pharmacy
Purchasing
Association

NPPA
Phone: 888-544-NPPA www.pharmacypurchasing.com
Fax: 858-581-6372 info@pharmacypurchasing.com
4747 Morena Blvd., Suite 340, San Diego, CA 92117-3468

2018 NPPA Vendor eBlast Advertising Credit Card Order Form

Return to NPPA: by fax 858-581-6372, or email Advertising@PharmacyPurchasing.com

*Credit card must be provided at time of order, to either pay in full or "hold" your reservation.
If not paying by credit card at time of order, you will be billed after your
reservation order is received, with payment due upon receipt of our invoice.*

We accept Visa, M/C, American Express, & Discover.

Description: e-Blast Ad

Gross Fee Per Ad: \$750.00

Discounts Available: 7%, as current or new NPPA Member (deduct \$52.50)

To become a new NPPA Member: see Order Form [HERE](#)

Date/s Prefer Ad/s to Be Sent: _____

Company Placing Ad: _____

Total Due (with any applicable Discounts applied): \$ _____

Credit Card To: Hold Reservation (you will be billed) Pay Total Due In Full (with this order)

Card Number: _____

Expiration date (MM/YY): _____

Card Code: _____

Billing STREET address (numbers only): _____ Billing ZIP code: _____

Cardholder Name/s (printed): _____

Cardholder Signature: _____

Name, Company, Email & Phone of person completing this form:

