

**NPPA RxBuyer eNews
 2020 Advertising Rates, Positions, Specs & Deadlines**

| <u>Position</u> | <u>Size</u> | <u>Format</u> | <u>Gross Per Ad</u> | <u>Deadline</u> |
|----------------------|-----------------|---------------|---------------------|---------------------------------|
| Advertorial | Up to 200 Words | Text | \$600.00 | 15 th of month prior |
| Advertorial w/Photos | Up to 175 Words | Text+JPEGs | \$675.00 | 15 th of month prior |

ORDER TERMS

Advertorials: Content must first be approved by NPPA. Ad orders must be placed by the 15th of the month prior to the month of publication. For word counts over the stated maximum in above chart, an additional fee may be charged; please advise of such possibility & total word count as soon as known. Max allowed per edition: 1 Advertorial or 1 Advertorial w/Photo (up to 2 photos). Also, please provide us with URLs to your company’s website. The URLs will be embedded within the photos as indicated by you.

***Discounts Available:** NPPA Member-7%. 4-series, paid in advance-5%.
 Outside Ad Agency-15%, (3rd party agency, handles billing). Max allowable total discounts: 15%.

***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

RxBuyer eNews is distributed in February, May, September, & December, by the end of each edition’s month.

| <u>Due</u> | <u>Deadline</u> | <u>Example using the February Edition</u> |
|---------------------|---------------------|---|
| Order (Advertorial) | 15th of month prior | January 15th |
| Payment | 25th of month prior | January 25 th |

AD SUBMISSIONS

Advertorials: Text portion sent in Word format. Photos sent as JPEG. Send both via email to: Advertising@PharmacyPurchasing.com, by the 15th of the month prior to the month of publication.

DISTRIBUTION

RxBuyer eNews is distributed to approximately 1,900 total Pharmacy Professionals and GPO Reps.

2020 NPPA Advertising in RxBuyer eNews
Credit Card Order Form

Return to NPPA by 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.

| <u>Order</u> | <u>Position</u> | <u>Gross Per Ad</u> | <u>Ad Series</u> |
|--------------------------|-------------------------------|---------------------|---|
| <input type="checkbox"/> | Advertorial | \$600.00 | <input type="checkbox"/> 1-Issue or <input type="checkbox"/> 4-Series |
| <input type="checkbox"/> | Advertorial w/Photo (up to 2) | \$675.00 | <input type="checkbox"/> 1-Issue or <input type="checkbox"/> 4-Series |

***Discounts:** 7% (NPPA Membership) 5% (4-Series) 15% (Offsite Ad Agency)
(For additional details, see "Discounts Available" section on Page 1)

Publication Month Ad to appear in: _____

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:
