



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

**2020 Advertising Rates, Specs & Deadlines – Digital *Pharmacy Purchasing Outlook (PPO)*  
*E-Version* of National Pharmacy Purchasing Association (NPPA) Member-Publication**

**FULL PAGE ADS POSITIONS & RATES-INCLUDES URL LINKS\* & COLOR OPTIONS**

<b><u>Premium Positions (Color or B&amp;W, with URL Link)</u></b>	<b><u>Gross Rate Per Ad Page</u></b>
Editorial Adjacent-Color	\$725.00
Editorial Adjacent-B&W	\$425.00
Inside Front Cover-Color	\$700.00
Inside Front Cover-B&W	\$400.00
Inside Back Cover-Color	\$650.00
Inside Back Cover-B&W	\$350.00
Outside Back Cover-Color	\$650.00
Outside Back Cover-B&W	\$350.00
Center Spread-Color	\$600.00
Center Spread-B&W	\$300.00
<b><u>Regular Positions (Color or B&amp;W, with URL Link)</u></b> <i>(on right, or left/right spread)</i>	<b><u>Gross Rate Per Ad Page</u></b>
Other Inside Pages-Color	\$600.00
Other Inside Pages-B&W	\$300.00

**\*URL Links:** hyperlinks to your web address of choice will be provided on each Ad Page itself; as well as a “jump to page” link in our Table of Contents on Page 3 of each *PPO* edition where your company’s Ad Pages are listed (to go directly to your Ad Pages within the publication, via a link on the page numbers).

**Premium Position Details/Availability:** Premium Positions *must* be reserved & paid for *in advance*, in a series of 8 for 2020-then will change back to a series of 10 in year 2021 (see Discounts Available-page 3, and Order Form-page 5). Advertisers with current Premium Positions in *PPO* hard copy will have right of first refusal for the digital e-version. For cancellation/refund policy, see details under “Payment Terms” on page 2.

**Right of First Refusal to Current Advertisers in *PPO* Publication hard copy:** Our current Advertisers in the *PPO* hard copy will have the right of first refusal on their positions held placements in the publication, to hold for these digital advertising options. If current advertisers choose not to place a digital ad in our e-version with a URL link (whether still B&W or also upgrading to Color), those positions/pages will be opened up to other companies for the chance to advertise digitally in our e-version. However, until another company has taken your normal spot in our digital e-version, we will continue to use your ad as provided for the hard copy publication, *without* your company’s URL link, *at no additional cost*. But these will now need to be provided in an ad size of 8.5" x 11", with or without borders—so your *hard copy ad might need to be adjusted & resent* for this new size if it was not submitted that way originally (if it was in our old *PPO* hard copy size of 7.5" x 10.5").



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## 2020 PPO Advertising Positions, Rates, Specs & Deadlines

### PAYMENT TERMS & RESERVATIONS

**Reservations & Invoices:** Bills are sent out at the time of publication and are due upon receipt. Credit cards must be provided to hold your initial reservation and for any late or cancel fees due (in Order Form here).

**Overdue Payments/Late Fees:** When payment has not been received after 45 business days from the invoice date, a 15% late fee will be added to your bill. We reserve the right to hold existing/future Ad Reservations until late payments have been received.

**Cancellations-Regular Positions:** When cancellation is received by the 15th of the first publication month of Ad, a 15% cancel fee will be charged (on the gross). After the 15th, **no** cancellations are allowed. All orders of Quantity Series (which are paid in advance), may **not** be cancelled/refunded after the first Ad has run.

**Cancellations-Premium Positions:** **No** cancellations/refunds are allowed **on Premium Positions** after your signed order has been received and the first edition with your Ad has been distributed. Before the first edition of your Ad has been distributed, cancellations will incur a \$500 fee.

### RESERVATION DEADLINES & INFO – ALL AD TYPES

- By the 15th of the month prior to the month of publication (by February 15 for the March edition).
- Send IO or e-mail request, to [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)
- For New Advertisers, Color Inserts & Cover Ads, or those doing Series of 3 or more: credit card info must be provided to hold the reservation or pay a deposit or in full (see last page here for Payment Form).
- Include in Notification: how many total Ad pages to reserve; the edition/s you would like it to run in; and if we should expect New Art file(s), or whether you would like us to “pick-up” your Ad that had run in a previous issue.

**Note:** *When you have committed to a series of Ads, and have not informed us whether an Ad will be a pickup or to expect new artwork, after one week past our deadline to send new art files (see below), we have the right to pick-up the previous month's Ad.*



## 2020 PPO Advertising Rates, Specs & Deadlines (*continued*)

### **DISCOUNTS AVAILABLE & CHECKING COPIES (All Ad Types, Exceptions Noted)**

**NPPA Member Discount:** 7% discount (member within company). To add a membership (\$125 annually), see the [Join NPPA](#) page of our website.

**Quantity Discount:** If paying for 4 Ads in advance, 3% may be discounted off the gross. For 8 Ads, a 7% discount can be applied (total discounts may not exceed 15%).

**Ad Agency Discount:** When using an approved off-site, 3rd party Ad Agency for reservations, receipt of materials, billing, and all communication regarding our advertising, you may take a 15% discount. All requirements must be met and approved to take the discount.

**Discount Maximum & Exceptions:** Maximum total discount allowed is 15%.

**e-Copy:** For each edition with Ads, your company's main contact (or other of your choice if you advise differently), will receive an email with a link to view that current edition's e-version (with ability to download & save the file to your computer).

### **DEADLINES TO SEND NEW AD FILES (All Ad Types, Exceptions Noted)**

If a new Art file is expected, it must be sent via email (to [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)), by the 1st of the month the Ad will run in (for example, by March 1st for the March edition).

### **SPECIFICATIONS – FULL PAGE ADS**

- **PDF files (high-resolution)** preferred for best possible final print-quality (at a resolution no lower than 300 dpi for quality output).
- **Black & White art files must be sent as a B&W Ad originally (no colors), to get best possible quality** (we cannot guarantee best possible quality otherwise).
- **Color art files must be sent as a Color Ad originally, to get best possible quality** (we cannot guarantee best possible quality otherwise).
- **All art files must be fully checked for any layered shadow boxes or banding** around the main art pieces within it. Such shadow boxes & banding and even any washed-out gray areas, will only show up in the final print from our printer, so we cannot be held responsible if such Ad files are submitted by your company/Ad Agency.
- **No Bleed.** All full page ads will need to be paper size of 8.5" x 11", with or without borders. Ads will be enlarged or shrunk to fit if necessary. However we will not be held responsible for the Ad quality's final version if resizing is necessary.

*Note: The above will produce a print ready file of maximum quality. Files received other than the above mentioned may be charged with a conversion and setup fee of \$60.00.*



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## **About *Pharmacy Purchasing Outlook (PPO)* The official member-publication of NPPA**

*Pharmacy Purchasing Outlook* was introduced by Summerdale Enterprises Inc. (the parent company and founder of NPPA) in March of 1994, as an independent publication dedicated to the issues and news affecting pharmaceutical purchasing agents, their supervisors and group contracting executives. 10 editions a year are published, with two months of the year combined as one, for January/February and August/September—**except for year 2020 on the latter**, when we instead combine the April/May editions into one (with August and September being published separately).

In January 2010, Summerdale formed the National Pharmacy Purchasing Association (NPPA), the first association specific to Pharmacy Buyers, with *Pharmacy Purchasing Outlook (PPO)* being the official publication for NPPA members.

Average Circulation: 500 institutional pharmacy buyers and purchasing group contractors, and 150 drug company representatives. Digital issues of *PPO* are distributed via email in the third week of the month after the publication issue month (within one week after the hard copy edition is distributed by U.S. mail).

In addition, NPPA conducts Annual Conferences in Las Vegas every summer (normally in mid-August). Ask for information or see our website for information & details on how to become an Exhibitor/Sponsor of this important event, where **all** the attendees are Pharmacy Buyers and Group Purchasing Executives. Between 8-10 ACPE-accredited CE units for Technicians & Pharmacists comes with the educational sessions.

See the NPPA website for details: [www.PharmacyPurchasing.com](http://www.PharmacyPurchasing.com).

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**SEE NEXT PAGE FOR AD RESERVATION & ORDER FORMS**



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## ***Pharmacy Purchasing Outlook – 2020 Advertising Reservation Order Form***

*Credit card is required as a hold on all Ad reservation/orders; or to charge late or cancellation fees (see policies in “Payment Terms” on page 2). We accept Visa, MasterCard, American Express, & Discover.*

Send Completed/Signed Form Pages to: [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)

### ➤ **Premium Position Options, Gross Rate**

- Editorial Adjacent-Color (+URL)-\$725
- Editorial Adjacent-B&W (+URL)-\$425
  
- Inside Front Cover-Color (+URL)-\$700
- Inside Front Cover-B&W (+URL)-\$400
  
- Inside Back Cover-Color (+URL)-\$650 – **SOLD OUT for 2020**
- Inside Back Cover-B&W (+URL)-\$350 – **SOLD OUT for 2020**
  
- Outside Back Cover-Color (+URL)-\$650 – **SOLD OUT for 2020**
- Outside Back Cover-B&W (+URL)-\$350 – **SOLD OUT for 2020**
  
- Center Spread-Color (+URL): Total **\$1,200** (2 pages @ \$600 each)
- Center Spread-B&W (+URL): Total **\$600** (2 pages @ \$300 each)

### ➤ **Standard Inside Ad Positions, Gross Rate (right facing, unless a spread)**

- Standard Inside Positions (B&W+URL)-\$300
- Standard Inside Positions (Color+URL)-\$600

### ➤ **Quantity & Series Reservation & Page Total Per Edition**

*(Premium Positions & Series must be paid in advance)*

**Series Type (based on total pages as below):**  8-Series  4-Series  None-1 page/edition alone

**Months & Pages:** see below for choices per edition

- April/May\*                      Number of Ad Pages: \_\_\_\_\_ *\*April/May is now being combined into one (1) edition, instead of our usual August/Sept. one, due to our August 2020 Conference cancellation*
- June                                      Number of Ad Pages: \_\_\_\_\_
- July                                        Number of Ad Pages: \_\_\_\_\_
- August                                    Number of Ad Pages: \_\_\_\_\_
- September                              Number of Ad Pages: \_\_\_\_\_
- October                                  Number of Ad Pages: \_\_\_\_\_
- November                                Number of Ad Pages: \_\_\_\_\_
- December                                Number of Ad Pages: \_\_\_\_\_



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**Pharmacy Purchasing Outlook – 2020 Advertising  
 Payment Form**

Drug Company Name: \_\_\_\_\_

Name, Email, & Phone of Drug Rep Completing Form: \_\_\_\_\_

Using Offsite Ad Agency Manager?  Yes  No

If Ad Agency, Company Name & Address: \_\_\_\_\_

If Ad Agency, Manager’s Email & Phone: \_\_\_\_\_

**DISCOUNTS (max of 15% total allowed)**

- a) **Current NPPA Member Discount-7%** (deducted from Total Due)
- b) **Offsite Agency Discount-15%** (all criteria must apply, see Page 3 for details)
- c) **Series Paid in Advance Discount:**  3% for 4-Series  7% for 8-Series

**PAYMENT**

**Transfer your paid 2020 Exhibit Package Fee:**  In full  Portion: \$ \_\_\_\_\_  
 In full plus additional due (in which case also complete the below credit card section)

**Credit Card:**  Pay Total Amount due as below  Hold CC for Reservation only, for Check in Process (an invoice will be mailed)

Total Due: \$ \_\_\_\_\_ Date OK to Charge: \_\_\_\_\_

Credit Card NUMBER: \_\_\_\_\_

Expiration Date (MM/YY): \_\_\_\_\_ Card CODE: \_\_\_\_\_

Billing Address Street NUMBER: \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_

Cardholder Name/s (printed): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Date of Signature: \_\_\_\_\_

**SEND COMPLETED ORDER FORMS (PAGES 5 & 6), TO:**  
[Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)