



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

2020 Advertising Rates, Specs & Deadlines - *Pharmacy Purchasing Outlook (PPO)*
Official-member publication of the National Pharmacy Purchasing Association (NPPA)

INSIDE FULL PAGE B&W ADS (Regular or Advertorial)

<u>Premium Positions</u>	<u>Gross Per Ad Page</u>
Outside Back Cover	\$650.00
Inside Front Cover	\$625.00
Inside Back Cover	\$600.00
Center Spread (2 pages)	\$580.00 (x 2)
Editorial-Adjacent	\$550.00
 <u>Standard Positions</u>	 <u>Gross Per Ad Page</u>
Other Inside Pages (Right)	\$520.00

COLOR INSERT ADS

<u>Style</u>	<u>Size</u>	<u>Position</u>	<u>Gross Rate</u>
Color Insert	Up to 8½"x11"	In envelope (loose)	\$1,090.00
Color Insert	Up to 8½"x11"	Inside <i>PPO</i> (glued)	\$1,420.00

Specifications: Provide us with your color flyer/brochure (1-4 pages), to include in our distribution with *PPO*. Each sheet may be double-sided (no discount for only using one side). Max 70# weight paper. Quantity TBD upon reservation (approx. 600). Up to 1 loose & 2 glued Inserts allowed per edition. Glued Inserts go over your company's existing Regular B&W Ad. Overweight paper incurs extra fee of \$100.00.

COLOR COVER ADS

<u>Style</u>	<u>Size</u>	<u>Position</u>	<u>Gross Rate</u>
Color Cover	Half-Page (8½" x 5½")	Cover (glued)	\$1,750.00
Color Cover	Full-Page (8½" x 11")	Cover (glued)	\$2,200.00

Specifications: Provide us with your Front Cover Insert Ad file in either a Half-Page or Full-Page (specs above). Max 80# weight paper. To be attached to *PPO*'s front cover by glue dot. Quantity TBD upon reservation (approximately 600). Only 1 allowed per edition.

Material Receipt (Your Pre-Printed Flyer for Color Insert & Cover Ads): Send in mail to us at address provided in letterhead by the 7th of the month of publication date your insertion will be included with (or request to have our local printer reproduce your Ad at your additional cost, based on the printer's costs alone).

Premium Position Details/Availability: Premium Positions must be reserved & paid for in advance, in a series of 10 (see Discounts Available-page 3, and Order Form-page 5). Advertisers with previous year's Premium Positions will have right of first refusal for the following year. For cancellation/refund policy on Premium Positions, see details under "Payment Terms" on page 2.



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2020 PPO Advertising Positions, Rates, Specs & Deadlines

FULL PAGE B&W ADS – PAYMENT TERMS & RESERVATIONS

Reservations & Invoices: Bills are sent out at the time of publication and are due upon receipt. *Credit Card info is required* 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.

COLOR INSERTS & COVER ADS - PAYMENT TERMS & RESERVATIONS

Reservations: Credit Card info is required as a hold or to pay in full, to reserve and for use in case of cancellation (see below). Inserts to be glued to an inside page of PPO are limited to 2 per month (on first-come-first-serve basis), and Inserts that are loose inside the PPO envelope are limited to 1 per month. Color Cover Ads are available in a Quantity Series of 5 or 10 (to reserve and pay for in advance); Color Inserts (glued or loose), are available on a month-to-month basis or in a Quantity Series.

Cancellations: If cancellation is received by the 15th of the publication month, a 10% late fee will be charged (on the total gross rate). After that time, cancellations will be subject to a 50% late fee. All fees will be charged to the credit card on hold.

Billing: Credit Card info is required with your reservation order to either pay in full, apply a deposit, or to hold your order (in case of cancellation). If you prefer to use it to hold your order or apply a deposit only, invoices will be sent at the time of publication, and are due upon receipt.

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
- 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 for credit card 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. Advertorial Ad pages with current NPPA membership, may take a 10% discount (in PPO only, not eNews).

Quantity Discount: If paying for 5 Ads in advance, 3% may be discounted off the gross. For 10 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%.

Checking Copies & Tearsheets: For each edition with Ads, receive 2 checking copies and/or tearsheets. If placing more than 1 Ad Page per edition, you may request up to 2 additional checking copies.

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), by the 1st of the month the Ad will run in (for example, by March 1st for the March edition).

Art files must be sent in Black & White, as a high-resolution PDF file (see Specs below for further details), to ensure highest possible quality.

SPECIFICATIONS – FULL PAGE B&W ADS

- **PDF files (high-resolution)** preferred for best possible final print-quality (at a resolution no lower than 300 dpi for quality output).
- **Art files can be sent as a Black & White Ad or with Gray-Scaling to get best possible quality** (we cannot guarantee best possible quality for Ad files that have any color besides B&W/Gray-Scaling).
- **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 for quality if such files are submitted by your company/Ad Agency.
- **No Bleed.** All type of full-page ads need to be 8.5" x 11", with or without borders. If your currently submitted ads are not 8.5" x 11" size (since we used to have specs of 7.5" x 10.5"), please have them resized ASAP, and send them to: Advertising@PharmacyPurchasing.com.

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.

About *Pharmacy Purchasing Outlook*, 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. 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.

PPO is published in 10 editions a year (with 2 months of the year combined as 1, for January/February & August/September)—**except for year 2020**, when we combined the April/May editions, instead of August/September. (In 2021, it will then go back to the normal pattern of combining August/September.)

Average Circulation: 500 institutional pharmacy buyers and purchasing group contractors, and 150 drug company representatives. Issues are distributed via First Class Mail, by the end of the month after the publication's issue month. Ads are in black & white, along with the rest of the publication.

In addition, we now have a fully **digital e-version** of *PPO*, that are sent to members in one of our e-newsletter communications shortly after each printed publication is mailed out. Our digital *PPO* includes: searchable content (by drug name or keyword, etc.), bookmark capability, and links to all of the web addresses listed throughout the publication's content that show in bright blue color. And for advertisers, the digital version provides the option to upgrade their existing regular *PPO* Ad Pages (or add as new if not already an existing *PPO* advertiser)—to become clickable ads (with hyperlinks to advertiser websites), and/or be in full color. There will even be clickable links on each of the Ad Pages within our Table of Contents, to "jump to" that page directly within the publication. See our [Digital PPO Ad Rates/Specs Sheet](#) for details and to place your order.

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 8-12 ACPE-accredited CE units for Technicians & Pharmacists comes with the educational sessions. See the NPPA website for details: www.PharmacyPurchasing.com.

SEE NEXT PAGE FOR AD RESERVATION ORDER FORM



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**Pharmacy Purchasing Outlook – 2020 Advertising
Order Form for PREMIUM Ad Positions**

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: _____

Premium Position Options, Gross Rate (choose 1 after confirming with NPPA)

- Back Cover-\$650 Inside Front Cover-\$625 Inside Back Cover-\$600
 Center Spread (2 pages @ \$580 each)-\$1,160 Editorial Adjacent-\$550

Series Reservation & Payment for Year (10 editions of PPO per year)

- 10-Series (only option for Premiums-20 Ad Pages per Year for Center Spread & 10 for Others)

Discounts Available (max of 15% total allowed)

- 7%-10 Series 7%-NPPA Membership 15%-Outside Ad Agency Manager

Months of Issue & Page Totals

- | | |
|---|---------------------------|
| <input type="checkbox"/> January/February | Number of Ad Pages: _____ |
| <input type="checkbox"/> March | Number of Ad Pages: _____ |
| <input type="checkbox"/> April | Number of Ad Pages: _____ |
| <input type="checkbox"/> May | Number of Ad Pages: _____ |
| <input type="checkbox"/> June | Number of Ad Pages: _____ |
| <input type="checkbox"/> July | Number of Ad Pages: _____ |
| <input type="checkbox"/> August/September | Number of Ad Pages: _____ |
| <input type="checkbox"/> October | Number of Ad Pages: _____ |
| <input type="checkbox"/> November | Number of Ad Pages: _____ |
| <input type="checkbox"/> December | Number of Ad Pages: _____ |

SEND COMPLETED ORDER & PAYMENT FORMS TO:

Advertising@PharmacyPurchasing.com

SEE NEXT PAGE FOR PAYMENT FORM



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**Pharmacy Purchasing Outlook – 2020 Advertising
Payment Form for *PREMIUM* Ad Positions**

Drug Company (or Ad Agency) Name: _____

Name, Email, & Phone of Rep Completing Form: _____

PAYMENT INFO (*we accept all credit card types*)

Total Due: \$ _____

Date OK to Charge: _____

Credit Card To: Hold Reservation (you will be billed)

Pay Total Due In Full

Credit Card Number: _____

Expiration date (MM/YY): _____

Card Code: _____

Billing Address Street NUMBERS: _____

Billing ZIP Code: _____

Cardholder Name/s (printed): _____

Cardholder Signature: _____

Date of Signature: _____

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**Pharmacy Purchasing Outlook – 2020 Advertising
Order Form for *STANDARD* Ad Positions & Cover/Insert Ads**

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: _____

Cover & Insert Color Ad Options, Gross Rate (choose 1 after confirming with NPPA)

- | | |
|--|--|
| <input type="checkbox"/> Cover Ad Full Page, glued-\$2,200 | <input type="checkbox"/> Cover Ad Half Page, glued-\$1,750 |
| <input type="checkbox"/> Insert Ad, glued-\$1,420 | <input type="checkbox"/> Insert Ad, in envelope-\$1,090 |

Standard Inside Ad Positions, Gross Rate

- Standard Inside Positions-\$520

Quantity of Order & Page Total Per Edition (series must be paid in advance)

- 1 Issue 3-Series 5-Series 10-Series

Number of Ad Pages per Edition (10/year): _____

Discounts Available (max of 15% total allowed)

- | | |
|---|--|
| <input type="checkbox"/> 15%-Offsite Ad Agency (<i>must manage all aspects</i>) | <input type="checkbox"/> 7%-NPPA Membership |
| <input type="checkbox"/> 3%-Series of 5 paid in advance | <input type="checkbox"/> 7%-Series of 10 paid in advance |

Months of Issue & Page Totals

- | | |
|---|---------------------------|
| <input type="checkbox"/> January/February | Number of Ad Pages: _____ |
| <input type="checkbox"/> March | Number of Ad Pages: _____ |
| <input type="checkbox"/> April | Number of Ad Pages: _____ |
| <input type="checkbox"/> May | Number of Ad Pages: _____ |
| <input type="checkbox"/> June | Number of Ad Pages: _____ |
| <input type="checkbox"/> July | Number of Ad Pages: _____ |
| <input type="checkbox"/> August/September | Number of Ad Pages: _____ |
| <input type="checkbox"/> October | Number of Ad Pages: _____ |
| <input type="checkbox"/> November | Number of Ad Pages: _____ |
| <input type="checkbox"/> December | Number of Ad Pages: _____ |



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Drug Company (or Ad Agency) Name: _____

Name, Email, & Phone of Rep Completing Form: _____

PAYMENT INFO (*we accept all card types*)

Total Due: \$ _____

Date OK to Charge: _____

Credit Card To: Hold Reservation (you will be billed)

Pay Total Due In Full

Credit Card Number: _____

Expiration Date (MM/YY): _____

Card CODE: _____

Billing Address Street NUMBERS: _____

Billing ZIP Code: _____

Cardholder Name/s (printed): _____

Cardholder Signature: _____

Date of Signature: _____

SEND COMPLETED ORDER & PAYMENT FORMS TO:

Advertising@PharmacyPurchasing.com