



National
Pharmacy
Purchasing
Association

NPPA

Phone: 888-544-NPPA www.pharmacy purchasing.com

Fax: 858-581-6372 info@pharmacy purchasing.com

4747 Morena Blvd., Suite 340, San Diego, CA 92117-3468

NPPA *RxBuyer E-News*

2021 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
Photo Ad	Sizes can vary	JPEG+URL	\$500.00	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 E-News 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 or photo)	15 th of month prior	January 15 th
Payment	25 th of month prior	January 25 th



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SINGLE-DOSE BAG FORMULATION**

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Please visit our website at wgccc.com

To order WGCC products, please contact your wholesaler or call Customer Service at 1-888-493-0861.

Content provided by WG Critical Care, as a paid-for advertisement.

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 E-News is distributed to approximately 1,900 total Pharmacy Professionals and GPO Reps.

**2021 NPPA Advertising in RxBuyer E-News
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
<input type="checkbox"/>	Photo-JPEG+URL	\$500.00	<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:

