

2021 NPPA WEBSITE BANNER ADS Advertising Rates, Positions & Specs

TYPES OF ADS OFFERED & PAGE PLACEMENTS

Static or Dynamic (animated), with different size types, number of ads per, number of URL links, and how many rotations to choose from (see next page for options).

If there is a different size Ad you are interested in, we will try our best to accommodate you if able.

For page placement choices, orders will be taken on a first come-first-serve basis.

Also note that some Ad size types may not be available, based on your choice of the page placement options of the NPPA website that we offer (as noted on Page Placement Order Form page).

ORDER PAYMENT TERMS

Ads must be paid in full, before posting to NPPA website. Requested Ad Type and its Page Placement on the NPPA website (www.PharmacyPurchasing.com), and submit Web Ad Order Form email (to Advertising@PharmacyPurchasing.com). Credit Cards are **required** for payment before holding your page placement in order of other companies' orders and placing your Banner Ad on the NPPA website. (If your company is only able to pay by check, we would have to hold your reservation before posting.)

DISCOUNTS AVAILABLE

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 2 or more Web Ads in advance, 5% may be discounted off the gross.

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%.

SCHEDULE & RUN TIMEFRAME

Upon receipt of the correct required Ad materials (and after the fee has been paid in full), NPPA will place the new Ad on their website, within 1 week of time such materials are submitted. Timeframe for each Ad placed will run is as follows: for 4 weeks from their initial posting when between January through March or September through December; or for 3 weeks when in the months of April through August (during our busy Conference time).

AD ARTWORK SUBMISSIONS

Send Order Forms and files in JPEG format for Static types, or GIF file or Ad Code for Dynamic types, to: Advertising@PharmacyPurchasing.com

QUESTIONS?

Contact Jonathan Hewlett, NPPA Advertising Manager, at: 858-581-6373 (and for any technical issues or clarifications, we may also have you speak with our Website Manager, Leah Noble).

SEE NEXT PAGE FOR TYPES OF ADS

2021 NPPA WEB AD ORDER FORM – SIZE TYPES

Specs of Ad Size/Type options below are as follows:

Square-250x250; Leaderboard-small-728x90; Rectangle-300x250; Leaderboard-large-970x120.

| <u>Static Web Ads</u> | <u>Specs/Size Types*</u> | <u>File/URL Type*</u> | <u>Net Per Ad</u> |
|---------------------------------------|--------------------------|-----------------------|-------------------|
| <input type="checkbox"/> Static-Ad | Square | 1 JPEG+1 URL | \$1,200.00 |
| <input type="checkbox"/> Static-Ad | Leaderboard-small | 1 JPEG+1 URL | \$1,700.00 |
| <input type="checkbox"/> Static-Ad | Rectangle | 1 JPEG+1 URL | \$2,000.00 |
| <input type="checkbox"/> Static-Ad | Leaderboard-large | 1 JPEG+1 URL | \$2,500.00 |
| <input type="checkbox"/> Static-2 Ads | Square | 2 JPEG's+2 URL's | \$1,500.00 |
| <input type="checkbox"/> Static-2 Ads | Leaderboard-small | 2 JPEG's+2 URL's | \$2,000.00 |
| <input type="checkbox"/> Static-2 Ads | Rectangle | 2 JPEG's+2 URL's | \$2,300.00 |
| <input type="checkbox"/> Static-2 Ads | Leaderboard-large | 2 JPEG's+2 URL's | \$2,500.00 |

***For 3 Ads+3 URL's of Static Ads:**

Add \$500 to any of the options above

| <u>Dynamic Web Ads</u> | <u>Specs/Size Types</u> | <u>File/URL/Rotation Type**</u> | <u>Net Per Ad</u> |
|--|-------------------------|---------------------------------|-------------------|
| <input type="checkbox"/> Dynamic-1 Ad | Square | 1 GIF/Code+1 URL+1 Loop | \$1,800.00 |
| <input type="checkbox"/> Dynamic-1 Ad | Leaderboard-small | 1 GIF/Code+1 URL+1 Loop | \$2,300.00 |
| <input type="checkbox"/> Dynamic-1 Ad | Rectangle | 1 GIF/Code+1 URL+1 Loop | \$2,600.00 |
| <input type="checkbox"/> Dynamic-1 Ad | Leaderboard-large | 1 GIF/Code+1 URL+1 Loop | \$3,100.00 |
| <input type="checkbox"/> Dynamic-2 Ads | Square | 2 GIF's/Codes+2 URL's+2 Loops | \$2,100.00 |
| <input type="checkbox"/> Dynamic-2 Ads | Leaderboard-small | 2 GIF's/Codes+2 URL's+2 Loops | \$2,600.00 |
| <input type="checkbox"/> Dynamic-2 Ads | Rectangle | 2 GIF's/Codes+2 URL's+2 Loops | \$3,100.00 |
| <input type="checkbox"/> Dynamic-2 Ads | Leaderboard-large | 2 GIF's/Codes+2 URL's+2 Loops | \$3,600.00 |

****For Additional Rotation Loops of Dynamic Ads** (before freezing on the last loop until page is refreshed), add below fees to any of the options above:

\$250 for each Rotation/Loop Number of Rotations: _____

\$500 to continue Rotating/Looping (the whole time the page was open)

SEE NEXT PAGE FOR PLACEMENT OF ADS ON NPPA SITE

Note that some pages will have restrictions on Ad Size types, as noted

2021 NPPA WEB AD ORDER FORM – PAGE PLACEMENT

Drug Company Name: _____

Rep Name Completing Form: _____

PLACEMENT OF AD ON NPPA WEBSITE

Conference Pages (year-round except where indicated):

- Attendee Conference Info (note **only Leaderboard** size Ads are available for this page):
www.pharmacy purchasing.com/attendee-info-registration
- Call to Speakers: www.pharmacy purchasing.com/call-for-speakers-annual-nppa-conference
- Educational Program Agenda (previous year's Agenda until the current year's is available):
www.pharmacy purchasing.com/nppa-conference-educational-program
- Main/General Conference Info: www.pharmacy purchasing.com/nppa-conference
- Exhibitor List (a **partially seasonal** page from January through September and then in our "Past Conferences" section rest of year; **also note that only Leaderboard** size Ads are available):
www.pharmacy purchasing.com/exhibitor-list-2020-nppa-conference
- Sponsorship Directory (**seasonal** page-from early in year through September; also note that **only Leaderboard** size Ads are available):
www.pharmacy purchasing.com/sponsorship-directory-nppa-conference
- Scholarship Program (note **Rectangle** size Ads are **not** available for this page):
www.pharmacy purchasing.com/nppa-conference-scholarship-program

Membership Pages:

- About NPPA (note that **only Leaderboard** size Ads are available):
www.pharmacy purchasing.com/about-nppa
- Benefits of NPPA Membership (note that **only Leaderboard** size Ads are available):
www.pharmacy purchasing.com/nppa-member-benefits
- Join NPPA: www.pharmacy purchasing.com/join-nppa-order-forms
- About *Pharmacy Purchasing Outlook (PPO)*:
www.pharmacy purchasing.com/about-pharmacy-purchasing-outlook
- Outstanding Buyer Award Program (note **Rectangle** size Ads are **not** available for this page):
www.pharmacy purchasing.com/outstanding-buyer-award
- Incentives for NPPA Members: www.pharmacy purchasing.com/member-incentive-programs

SEE NEXT PAGE FOR PLACEMENT OF ADS ON NPPA SITE*



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

PAYMENT FORM – 2021 NPPA WEBSITE 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: _____

Discounts Available (max of 15% total allowed)

- NPPA Member Discount: 7%
- Offsite Ad Agency Discount: 15%
- Quantity Discount (2 or more Ads): 5%

Payment Options

Pay Total Amount for order by Credit Card, as approved below (*we accept all cards*)

Hold Credit Card only to reserve, for Check in Process*

**An invoice will be mailed and your Ad will not be placed until we receive your payment*

Total Due: \$ _____

Date OK to Charge: _____

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 FORMS (PAGES 2, 3 & 4) TO:

Advertising@PharmacyPurchasing.com