



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

**2021 Advertising Rates, Specs & Deadlines – Digital *Pharmacy Purchasing Outlook (PPO)*
E-Version of National Pharmacy Purchasing Association (NPPA) Member-Publication**

FULL PAGE DIGITAL AD POSITIONS & RATES-*INCLUDES* URL LINKS & COLOR *OPTIONS*

➤ **Digital Ads must now be provided in *new size* of 8.5" x 11", with or without borders**

<u>Premium Positions (Color or B&W, <i>with</i> URL Link)</u>	<u>Gross Rate Per Ad Page</u>
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
<u>Regular Positions (Color or B&W, <i>with</i> URL Link)</u> <i>(on right, or left/right spread)</i>	<u>Gross Rate Per Ad Page</u>
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 series of 10. (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 position placements in the publication, to hold for these upgraded digital advertising options. If current advertisers choose not to upgrade their existing Ad with a URL link or in Color (instead of B&W) for the Digital *PPO*, those positions/pages will be opened up to other companies for the chance to advertise digitally. However, until another company has taken your normal spot in our Digital *PPO*, we will continue to use your Ad as provided for the hard copy publication ***at no additional cost*** (and without a link). But ***all*** for Digital *PPO* will now ***need to be provided*** in a ***new size*** of 8.5" x 11", with or without borders.



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2021 Digital 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
- 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.*



2021 Digital 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 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%.

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), 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.

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.

SEE NEXT PAGE FOR AD RESERVATION & ORDER FORMS



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Digital E-Version of *Pharmacy Purchasing Outlook* 2021 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

➤ **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
- Inside Back Cover-B&W (+URL)-\$350

- Outside Back Cover-Color (+URL)-\$650
- Outside Back Cover-B&W (+URL)-\$350

- 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): 10-Series 5-Series None-1 page/edition alone

Months & Pages: see below for choices per edition

- January/February Number of Ad Pages: _____
- March Number of Ad Pages: _____
- April Number of Ad Pages: _____
- May Number of Ad Pages: _____
- June Number of Ad Pages: _____
- July Number of Ad Pages: _____
- August/September Number of Ad Pages: _____
- October Number of Ad Pages: _____
- November Number of Ad Pages: _____
- December Number of Ad Pages: _____



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**Digital E-Version of *Pharmacy Purchasing Outlook*
2021 Advertising - Reservation Order 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 5-Series 7% for 10-Series

PAYMENT

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 4 & 5), TO:

Advertising@PharmacyPurchasing.com