



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 - *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" x 11"	In envelope (loose)	\$1,090.00
Color Insert	Up to 8½" x 11"	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. 500). Up to 1 loose & 3 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 500). 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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## 2021 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 15<sup>th</sup> 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](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 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.*

## 2021 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](mailto: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). **Maximum of 4 Ad Pages\* per company are allowed per edition** (including any PI pages); and **advance notice is required**. \*There may sometimes be an edition that would allow for up to 6 Ad Pages per company, to be considered on a case-by-case basis per edition.
- **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 and send them to: [Advertising@PharmacyPurchasing.com](mailto: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.*



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## **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. 10 editions a year are published (with 2 months of the year combined together as 1, for January/February & 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. Issues are distributed via First Class Mail, by the end of the first week of the month after the publication issue month.

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 FORM**

*Now an Interactive Form with Editable Fields*



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***Pharmacy Purchasing Outlook – 2021 Advertising  
Premium Positions - Reservation Order & Payment 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.*

Scan & send to [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)

➤ **Premium Position Options, Gross Rate**

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

➤ **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 (singly)

**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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***Pharmacy Purchasing Outlook – 2021 Advertising  
Premium Positions - Reservation Order & 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 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 5 & 6), TO:**

[Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)



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**Pharmacy Purchasing Outlook – 2021 Advertising  
Standard Positions & Cover/Insert Ads - Reservation Order & Payment 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.*

Scan & send to [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)

➤ **Cover & Insert Ad Options, Gross Rate (Choose 1 after confirming with NPPA)**

- Cover Ad Full Page, glued - **\$2,200**
- Cover Ad Half Page, glued - **\$1,750**
- Insert Ad, glued - **\$1,420**
- Insert Ad, in envelope - **\$1,090**

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

- Standard Inside Positions - **\$520**

➤ **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

➤ **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 (singly)

**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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***Pharmacy Purchasing Outlook – 2021 Advertising***  
**Standard Positions & Cover/Insert Ads - Reservation Order & 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 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 7 & 8), TO:**

[Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com)