



National  
Pharmacy  
Purchasing  
Association

NPPA

Phone: 888-544-NPPA [www.pharmacy purchasing.com](http://www.pharmacy purchasing.com)

Fax: 858-581-6372 [info@pharmacy purchasing.com](mailto:info@pharmacy purchasing.com)

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

## NPPA *RxBuyer eNews*

### 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 <sup>th</sup> of month prior
Advertorial w/Photos	Up to 175 Words	Text+JPEGs	\$675.00	15 <sup>th</sup> of month prior
Photo Ad	Sizes can vary	JPEG+URL	\$500.00	15 <sup>th</sup> 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 eNews* 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 <sup>th</sup> of month prior	January 15 <sup>th</sup>
Payment	25 <sup>th</sup> of month prior	January 25 <sup>th</sup>

### AD SUBMISSIONS

**Advertorials:** Text portion sent in Word format. Photos sent as JPEG. Send both via email to: [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com), by the 15th of the month prior to the month of publication.

### DISTRIBUTION

*RxBuyer eNews* is distributed to approximately 1,900 total Pharmacy Professionals and GPO Reps.

**2021 NPPA Advertising in *RxBuyer eNews*  
Credit Card Order Form**

Return to NPPA by email: [Advertising@PharmacyPurchasing.com](mailto: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:

\_\_\_\_\_

\_\_\_\_\_