



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

**2023 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**

<b><u>Premium Positions (Color or B&amp;W, <i>with URL Link</i>)</u></b>	<b><u>Gross Rate Per Ad Page</u></b>
Editorial Adjacent-Color	\$750.00
Editorial Adjacent-B&W	\$450.00
Inside Front Cover-Color	\$725.00
Inside Front Cover-B&W	\$425.00
Inside Back Cover-Color	\$675.00
Inside Back Cover-B&W	\$375.00
Outside Back Cover-Color	\$675.00
Outside Back Cover-B&W	\$375.00
Center Spread-Color	\$625.00 (x 2)
Center Spread-B&W	\$325.00 (x 2)
<b><u>Regular Positions (Color or B&amp;W, <i>with URL Link</i>)</u></b> <b><i>(on right, or left/right spread)</i></b>	<b><u>Gross Rate Per Ad Page</u></b>
Other Inside Pages-Color	\$625.00
Other Inside Pages-B&W	\$325.00

**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 of 7. (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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## 2023 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 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 ***must be sent by email***, and a reply from NPPA must be sent to confirm cancellation.

**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 publication issue (by February 15 for the March/April edition, etc.).
- 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 4 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.*



## 2023 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 (\$90 annually), see the [Join NPPA](#) page of our website.

**Quantity Discount:** If paying for 4 Ads in advance, 3% may be discounted off the gross. For 7 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](mailto: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 PDF 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 PDF Ad originally, to get best possible quality** (we cannot guarantee best possible quality otherwise).
- **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. 7 editions a year are published, (with 5 months of the year combined as 1, for January/February, March/April, June/July, August/September, November/December).

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: 400 institutional pharmacy buyers & group purchasing organization (GPO) contractors, as well as some 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](http://www.PharmacyPurchasing.com).

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***SEE NEXT PAGE FOR AD RESERVATION & ORDER FORMS***



## Digital E-Version of *Pharmacy Purchasing Outlook* 2023 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](mailto:Advertising@PharmacyPurchasing.com)

### ➤ Premium Position Options, Gross Rate

- Editorial Adjacent-Color (+URL)-\$750
- Editorial Adjacent-B&W (+URL)-\$450
  
- Inside Front Cover-Color (+URL)-\$725
- Inside Front Cover-B&W (+URL)-\$425
  
- Inside Back Cover-Color (+URL)-\$675
- Inside Back Cover-B&W (+URL)-\$375
  
- Outside Back Cover-Color (+URL)-\$675
- Outside Back Cover-B&W (+URL)-\$375
  
- Center Spread-Color (+URL): Total **\$1,250** (2 pages @ \$625 each)
- Center Spread-B&W (+URL): Total **\$650** (2 pages @ \$325 each)

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

- Standard Inside Positions (Color+URL)-\$625
- Standard Inside Positions (B&W+URL)-\$325

### ➤ Quantity & Series Reservation & Page Total Per Edition

*(Premium Positions & Series must be paid in advance)*

Series Type (based on total pages as below):  7-Series  4-Series  None-1 page/edition alone

Months & Pages: see below for choices per edition

- |  |                           |
|--|---------------------------|
| <input type="checkbox"/> January/February  | Number of Ad Pages: _____ |
| <input type="checkbox"/> March/April       | Number of Ad Pages: _____ |
| <input type="checkbox"/> May               | Number of Ad Pages: _____ |
| <input type="checkbox"/> June/July         | Number of Ad Pages: _____ |
| <input type="checkbox"/> August/September  | Number of Ad Pages: _____ |
| <input type="checkbox"/> October           | Number of Ad Pages: _____ |
| <input type="checkbox"/> November/December | Number of Ad Pages: _____ |



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**Digital E-Version of *Pharmacy Purchasing Outlook*  
2023 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 4-Series  7% for 7-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)