



## Banner Advertising on NPPA Website – 2025

### Type & Sizes of Banner Ads *(page 1)*

Types & sizes of available Banner Ads are as follows:

- Leaderboard-large (980x120)
- Leaderboard-small (728x90)
- Rectangle (300x250)
- Square (250x250)

Examples of banners in above sizes can be viewed from the below page of the NPPA website:

<https://www.pharmacypurchasing.com/website-banner-ads/>

### Costs by Type/Size & Number of URLs or Rotations

<u>Static Banners</u>	<u>Type/Size</u>	<u>File/URL Type*</u>	<u>Cost Per</u>
<input type="checkbox"/> Static-Ad	Leaderboard-large	1 JPEG+1 URL	\$2,500.00
<input type="checkbox"/> Static-Ad	Rectangle	1 JPEG+1 URL	\$2,000.00
<input type="checkbox"/> Static-Ad	Leaderboard-small	1 JPEG+1 URL	\$1,700.00
<input type="checkbox"/> Static-Ad	Square	1 JPEG+1 URL	\$1,200.00
<input type="checkbox"/> Static-2 Ads	Leaderboard-large	2 JPEGs+2 URLs	\$2,800.00
<input type="checkbox"/> Static-2 Ads	Rectangle	2 JPEGs+2 URLs	\$2,300.00
<input type="checkbox"/> Static-2 Ads	Leaderboard-small	2 JPEGs+2 URLs	\$2,000.00
<input type="checkbox"/> Static-2 Ads	Square	2 JPEGs+2 URLs	\$1,500.00
<u>Dynamic Banners</u>	<u>Specs/Size Types</u>	<u>File/URL/Rotation Type**</u>	<u>Cost Per</u>
<input type="checkbox"/> Dynamic-1 Ad	Leaderboard-large	1 GIF/Code+1 URL+1 Loop	\$3,100.00
<input type="checkbox"/> Dynamic-1 Ad	Rectangle	1 GIF/Code+1 URL+1 Loop	\$2,600.00
<input type="checkbox"/> Dynamic-1 Ad	Leaderboard-small	1 GIF/Code+1 URL+1 Loop	\$2,300.00
<input type="checkbox"/> Dynamic-1 Ad	Square	1 GIF/Code+1 URL+1 Loop	\$1,800.00

### Month of year requested for run of each Banner Ad

*(Run-time of 3 or 4 weeks, based on the month—see page 3)*

Month for Ad #1: \_\_\_\_\_

Month for Ad #2 (if applicable): \_\_\_\_\_



## Page Placement of Banner Ads (page 2)

Drug Company Name: \_\_\_\_\_

Rep Name Completing Form: \_\_\_\_\_

*Note some pages have restrictions on Ad size, as noted*

### **Conference Pages (year-round except where indicated):**

- Attendee Conference Info—only Leaderboard** large or small type ads (*year-round page*):  
[www.pharmacy purchasing.com/attendee-info-registration](http://www.pharmacy purchasing.com/attendee-info-registration)
- Call to Speakers** (*year-round page*):  
[www.pharmacy purchasing.com/call-for-speakers-annual-nppa-conference](http://www.pharmacy purchasing.com/call-for-speakers-annual-nppa-conference)
- Educational Agenda/Event Schedule** (*shows previous year's until current year's is available*):  
[www.pharmacy purchasing.com/nppa-conference-educational-program](http://www.pharmacy purchasing.com/nppa-conference-educational-program)
- Annual Conference Info** for both Attendees & Exhibitors (*year-round page*):  
[www.pharmacy purchasing.com/nppa-conference](http://www.pharmacy purchasing.com/nppa-conference)
- Exhibitor List—only Leaderboard** large or small type ads (*seasonal page from start of orders opening in beginning of the year. through the month of that year's conference-October in 2025, after which it moves to our "Past Conferences" section for rest of year*):  
[www.pharmacy purchasing.com/2024-nppa-conference-exhibitor-list/](http://www.pharmacy purchasing.com/2024-nppa-conference-exhibitor-list/)
- Sponsorship Directory—only Leaderboard** large or small type ads (*seasonal page, from start of orders opening in Jan. or Feb. through the month of that year's conference-October in 2025*):  
[www.pharmacy purchasing.com/sponsorship-directory-nppa-conference](http://www.pharmacy purchasing.com/sponsorship-directory-nppa-conference)
- Scholarship Program—not offered in Rectangle** size ads (*year-round page*):  
[www.pharmacy purchasing.com/nppa-conference-scholarship-program](http://www.pharmacy purchasing.com/nppa-conference-scholarship-program)

### **Membership Pages (year-round):**

- About NPPA—only Leaderboard** large or small type ads:  
[www.pharmacy purchasing.com/about-nppa](http://www.pharmacy purchasing.com/about-nppa)
- Benefits of NPPA membership—only Leaderboard** large or small type ads:  
[www.pharmacy purchasing.com/nppa-member-benefits](http://www.pharmacy purchasing.com/nppa-member-benefits)
- Join NPPA** (*year-round page*): [www.pharmacy purchasing.com/join-nppa-order-forms](http://www.pharmacy purchasing.com/join-nppa-order-forms)
- About member-publication Pharmacy Purchasing Outlook (PPO)**:  
[www.pharmacy purchasing.com/about-pharmacy-purchasing-outlook](http://www.pharmacy purchasing.com/about-pharmacy-purchasing-outlook)
- Outstanding Buyer Award Program—not offered in Rectangle** size ads:  
[www.pharmacy purchasing.com/outstanding-buyer-award](http://www.pharmacy purchasing.com/outstanding-buyer-award)
- Incentives for NPPA members**:  
[www.pharmacy purchasing.com/member-incentive-programs](http://www.pharmacy purchasing.com/member-incentive-programs)

## Run-Time, Ad Specs, Discounts & Payment Terms (page 3)

### RUN TIMEFRAME & SCHEDULE

After receipt of the required and correct ad materials and the fee has been paid in full, NPPA will place the ad on their website within 1 week.

Timeframe for each ad to run for after their initial posting is based on time of the year, as follows: A) January through May-4 weeks; B) June through October-3 weeks, during our busy conference time). C) November & December-4 weeks.

First-come/first-serve on any duplicate requests for certain page placements by other vendor-advertisers.

### SPECS OF AD SUBMISSIONS

Provide your Banner Ad files in JPEG format for Static types, or as a GIF file or ad code for Dynamic types, along with details of the URLs each should link to (and/or how many rotations). Send files and details with order form or afterwards, to: [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com).

### DISCOUNTS AVAILABLE

**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 2 or more 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%.

### PAYMENT TERMS

Ads must be paid in full, before posting to NPPA website. Complete pages 1, 2, and 4, to send via email to [Advertising@PharmacyPurchasing.com](mailto:Advertising@PharmacyPurchasing.com).

Payment by check, credit card or ACH are required to be received and completed before placing your Banner Ad on the NPPA website. For ACH payments, NPPA will contact you with the details to set up and submit such payments upon receipt of your order.

### QUESTIONS?

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



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

### Payment Form (page 4)

Company name placing order: \_\_\_\_\_

Rep placing order's name, email, & phone: \_\_\_\_\_

\_\_\_\_\_

Using offsite Ad Agency manager?  Yes  No

If Ad Agency, their company name, address, city, state, & zip code: \_\_\_\_\_

\_\_\_\_\_

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**

- ACH payment (*after choosing this option, we will contact you with details to set up & submit*)
- 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 provided, and your ad will not be placed until we receive your payment*)

Total Due: \$ \_\_\_\_\_ Charge Date: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date (MM/YY): \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_

Cardholder Name/s (printed): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Date of Signature: \_\_\_\_\_

**SEND COMPLETED FORMS (PAGES 1, 2 & 4) TO:**

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