

# PHARMACY PRACTICE NEWS

The Pharmacist's News Source

pharmacypracticenews.com

**Pharmacy Practice News is ranked #1 in:**

- High Readers (% Total Readers)<sup>a</sup>
- Average Page Exposures<sup>b</sup>
- Average Issue Readers<sup>b,c</sup>

# #1

<sup>a</sup> 2016 Kantar Media Total Pharmacy

<sup>b</sup> 2016 Kantar Media Pharmacy Directors/Managers

<sup>c</sup> 2016 Kantar Media Formulary Committee Members

## 2017 Conference Distribution, Educational Reviews and Special Sections

### January

#### CONFERENCE DISTRIBUTION:

Society of Critical Care Medicine (SCCM) Annual Congress, January 21-25, Honolulu, HI

#### MEETING COVERAGE:

ASHP Midyear Clinical Meeting

#### DISEASE STATE SPOTLIGHT:

Safe Handling of Hazardous Drugs

#### FOCUS ON: Pharmacogenomics

### February

#### MEETING COVERAGE:

ASHP Midyear Clinical Meeting

#### DISEASE STATE SPOTLIGHT:

Immune Globulins: Therapeutic, Pharmaceutical, Cost, and Administration Considerations

**OPERATIONS:** Smart pumps: Tips to avoid alarm fatigue

### March

#### CONFERENCE DISTRIBUTION:

Hematology/Oncology Pharmacy Association (HOPA) Annual Conference, March 29-April 1, Anaheim, CA

#### DISEASE STATE SPOTLIGHT:

Clinical Use of IG Products

#### FOCUS ON: Critical care

**OPERATIONS:** Managing pharmaceutical waste



**Distributed at every conference PPN attends between March 2017 and**

**February 2018. See sales representative for details and rate card.**

### April

**MEETING COVERAGE:** SCCM Annual Congress

#### DISEASE STATE SPOTLIGHT:

Medication Errors: The Year in Review

#### FOCUS ON: Parenteral nutrition

**OPERATIONS:** Making your cleanroom USP <800> compliant

### May

#### CONFERENCE DISTRIBUTION:

ASM Microbe, June 1-5, New Orleans, LA  
American Society of Clinical Oncology Annual Meeting, June 2-6, Chicago, IL

ASHP Summer Meetings, June 3-7, Minneapolis, MN

#### MEETING COVERAGE:

HOPA Annual Conference

#### FOCUS ON: Cardiovascular disease

### June

#### DISEASE STATE SPOTLIGHT:

Parenteral Nutrition and Patient Care

#### FOCUS ON: Bleeding disorders

#### OPERATIONS:

How cold is it? Remote temperature monitoring

**OPERATIONS:** Inventory, safety and other benefits of RFID technology

### July

#### MEETING COVERAGE:

ASHP Summer Meetings  
ASCO Annual Meeting

#### DISEASE STATE SPOTLIGHT:

Antibiotic stewardship

#### READEX RESEARCH AD TEST ISSUE

**OPERATIONS:** Investing in pharmacy management software

### August

#### MEETING COVERAGE:

ASM Microbe (Combined ICAAC/ASM Annual Meeting)

#### DISEASE STATE SPOTLIGHT:

Use of Topical Anesthetic Agents To Support Intubation

#### CORPORATE PROFILES

### September

#### CONFERENCE DISTRIBUTION:

ID Week, October 4-8, San Diego, CA

#### DISEASE STATE SPOTLIGHT:

Compatibility of Commonly Used IV Drugs

**FOCUS ON:** Staying in compliance with 340B

**OPERATIONS:** Consulting with specialty pharma



**Distributed at every conference PPN attends between September 2017 and August 2018. See sales**

**representative for details and rate card.**

### October

#### CONFERENCE DISTRIBUTION:

ASCP, November 3-5, Kissimmee, FL

**FOCUS ON:** Managing chemo side effects

#### PHARMACY PRACTICE NEWS SPECIAL EDITION

**Distributed at every conference PPN attends between October 2017 and September 2018. See sales representative for details and rate card.**

### November

#### CONFERENCE DISTRIBUTION:

ASHP Midyear Clinical Meeting, December 3-7, Orlando, FL

#### FOCUS ON: Infection control

### December

#### MEETING COVERAGE:

American College of Clinical Pharmacy (ACCP) Annual Meeting

#### DISEASE STATE SPOTLIGHT:

Strategies for Optimizing OR Drug Safety

**FOCUS ON:** Pediatrics and neonatology

**OPERATIONS:** Barcoding and other medication safety technologies

# 2017 Advertising Rates

4-Color Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island page)	\$7,680	\$7,490	\$7,050	\$6,950	\$6,925	\$6,875	\$6,850	\$6,800	\$6,745
King page (Tabloid page)	10,425	10,225	9,845	9,690	9,630	9,575	9,520	9,460	9,410
¾ King page	9,975	9,725	9,335	9,150	9,120	9,090	9,055	9,025	8,990
½ King page	7,430	7,245	6,920	6,870	6,845	6,810	6,775	6,750	6,720
¼ King page	6,670	6,540	6,155	6,095	6,070	6,040	6,015	5,985	5,950
Black and White Rates	1x	6x	12x	24x	36x	48x	72x	96x	120x
Standard "A" page (Island page)	\$5,230	\$5,040	\$4,600	\$4,500	\$4,475	\$4,425	\$4,400	\$4,350	\$4,295
King page (Tabloid page)	7,975	7,775	7,395	7,240	7,180	7,125	7,070	7,010	6,960
¾ King page	7,525	7,275	6,885	6,700	6,670	6,640	6,605	6,575	6,540
½ King page	4,980	4,795	4,470	4,420	4,395	4,360	4,325	4,300	4,270
¼ King page	4,220	4,090	3,705	3,645	3,620	3,590	3,565	3,535	3,500
Insert/Outsert Rates*	1x	6x	12x	24x	36x	48x	72x	96x	120x
2-page	\$10,460	\$10,080	\$9,200	\$9,000	\$8,950	\$8,850	\$8,800	\$8,700	\$8,590
4-page	20,920	20,160	18,400	18,000	17,900	17,700	17,600	17,400	17,180
6-page	N/A	30,240	27,600	27,000	26,850	26,550	26,400	26,100	25,770
8-page	N/A	40,320	36,800	36,000	35,800	35,400	35,200	34,800	34,360

\* King insert/outsert rates: add \$1,000 per page to above pricing. Outserts are subject to additional fees for ride-along postage and polybagging.

## Color Rates:

2-Color—\$1,350  
 3-Color—\$1,440  
 5-Color—\$3,550  
 Matched/Metallic—\$1,450

**Bleed:** No charge

## Premium Positions:

Front Cover Belly Tip (quantity: 39,000)—\$25,000  
 (\$3,000 premium for conference issues)  
 Mock Front Cover Belly Tip—\$15,000  
 (\$3,000 premium for conference issues)  
 4th Cover—50% of earned B/W rate  
 2nd Cover, 3rd Cover and clinical reviews—25% of  
 earned B/W rate  
 Other guaranteed positions—\$1,500

**Commission:** 15% agency discount allowed only if  
 bill paid within 30 days

## DEADLINES

**Space Reservation:** 1st of prior month

**Materials Due:** 10th of prior month

## Services to Readers and Advertisers:

Editorial reprints available. Included in all  
 syndicated readership services.  
 Annual subscription: \$70.00 (\$90.00, international)  
 Single issue: \$7.00 (\$10.00, international)

## Total Circulation: 34,677



Hospital Pharmacy Directors/Chiefs .....	7,569
Formulary Directors .....	1,164
Staff Pharmacists .....	21,210
Clinical Pharmacists .....	3,656
Specialty Pharmacists .....	505
Other Health Care Requesters .....	573
<b>Total .....</b>	<b>34,677</b>

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# Production Specifications

PHARMACY PRACTICE NEWS Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area: .25" all sides)		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Standard "A" page (Island)	7.625"	9.375"	7.125"	8.875"	7.875"	9.625"
Standard "A" spread	15.25	9.375	14.75	8.875	15.5	9.625
King page (Tabloid)	10.5	13	10	12.5	10.75	13.25
King spread	21	13	20.5	12.5	21.25	13.25
¾ King page (vertical)	7.625	13	7.125	12.5	7.875	13.25
¾ King page (horizontal)	10.5	9.375	10	8.875	10.75	9.625
½ King page (vertical)	5.25	13	4.75	12.5	5.5	13.25
½ King page (horizontal)	10.5	6.5	10	6	10.75	6.75
¼ King page (vertical)	5.25	6.5	4.75	6	5.5	6.75
¼ King page (horizontal)	7.625	4.5	7.125	4	7.875	4.75
Business Reply Card	6	4	5.5	3.5	6.25	4.25

**Publication Trim Size:** 10.5" × 13"

**Page:** 4 columns

**Printing Process:** Web offset

**Type of Binding:** Saddle-stapled

**Inserts/Cover Tips:** King and Journal size accepted. Allow 1/8-inch head trim for all inserts. On tabloid-size inserts, any excess will trim from face and foot. Smaller inserts, such as island size, should be delivered with clean trim except for the 1/8-inch head trim. For all inserts, to allow for tipping, no live text should appear within 5/8 inch of the gutter.

**Quantity:** 39,000

## PRODUCTION REQUIREMENTS

### Acceptable ad formats:

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# Belly Tip Specifications



## PHARMACY PRACTICE NEWS

For supplied belly tips\*

King-Size	Trim Sizes	
	Width	Height
Minimum size	10.375"	4"
Maximum size	10.375"	6"

For PDFs to be printed

King-Size	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Minimum size	10.375"	4"	10.125"	3.75"	10.625"	4.25"
Maximum size	10.375"	6"	10.125"	5.75"	10.625"	6.25"



## PHARMACY PRACTICE NEWS SPECIAL EDITION

For supplied belly tips\*

Journal-Size	Trim Sizes	
	Width	Height
Minimum size	8.25"	4"
Maximum size	8.25"	5"

For PDFs to be printed

Journal-Size	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Minimum size	8.25"	4"	8"	3.75"	8.5"	4.25"
Maximum size	8.25"	5"	8"	4.75"	8.5"	5.25"

\*Paperstock: From 60# text to 100# text maximum.

Additional production specifications such as wafer seals may be required if the belly tip is not a single double-sided sheet (e.g., includes a pocket, or is folded closed).