Welcome to the 2019 National Community Pharmacists Association Media Planning Kit. This resource provides details on how you can cost-effectively reach independent community pharmacies — top rated in customer satisfaction by the J.D. Power 2017 U.S. Pharmacy Study — which are a valuable and growing $77.6 billion health care marketplace. The nation's more than 60,000 independent community pharmacists are medication experts who talk to their patients and their prescribers every day.

Through our various communication channels — print, email, web, social media, in person, or customized to fit your needs — NPCA is the gateway to the owners and managers of independent community pharmacies coast to coast, from Manhattan to Manhattan Beach and about 22,000 locations in between.

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A $77.6 BILLION MARKETPLACE
The nation’s independent pharmacies, independent pharmacy franchises, and independent chains represent a $77.6 billion marketplace, which represents 35 percent of all retail pharmacies and employing 250,000 people.

What Is an independent community pharmacy?
• Pharmacist-owned
• Privately held

Who Is an Independent?
• Single-store owners
• Multi-store owners
• Pharmacy franchisees
• Privately owned supermarket pharmacies
• Long-term care and i.V. pharmacies

Multi-Store Ownership
• The average independent owner owns two pharmacies

Representing 35% of the nation’s total retail pharmacies

Pharmacy Practice Settings Offered in 2018

<table>
<thead>
<tr>
<th>PHARMACY TYPE</th>
<th>NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADITIONAL CHAIN</td>
<td>22,720</td>
</tr>
<tr>
<td>INDEPENDENTS</td>
<td>21,909</td>
</tr>
<tr>
<td>SUPERMARKET</td>
<td>8,618</td>
</tr>
<tr>
<td>MASS MERCHANT</td>
<td>8,873</td>
</tr>
</tbody>
</table>

Source: 2018 NCPA Digest, sponsored by Cardinal Health

OUR MEMBERS ARE INVOLVED WITH THEIR PATIENTS AND THEIR HEALTH CARE PROVIDERS

9.3
Independent community pharmacists consult with physicians and other health care professionals about 9.3 times daily on drug therapy.

80%
When independent community pharmacists recommend therapeutic changes to prescribers, 80 percent of those recommendations are accepted.
PERCENTAGE OF FULL-LINE COMMUNITY PHARMACIES OFFERING PATIENT CARE SERVICES:

- 86% of respondents to the 2018 NCPA Digest, sponsored by Cardinal Health, consider their pharmacy a full-line pharmacy.
- 74% offer compliance packaging.
- 74% offer same-day, in-person delivery.
- 45% care for LTC patients.
- 40%+ provide hospice services.

DISEASE STATE MANAGEMENT SERVICES:

The patient care services these pharmacies offer:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medication Therapy Management</td>
<td>79%</td>
</tr>
<tr>
<td>Compounding</td>
<td>60%</td>
</tr>
<tr>
<td>Durable Medical Goods</td>
<td>53%</td>
</tr>
<tr>
<td>Ostomy Supplies</td>
<td>37%</td>
</tr>
</tbody>
</table>

Summary of disease state management services:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immunizations</td>
<td>70%</td>
</tr>
<tr>
<td>Blood Pressure Monitoring</td>
<td>57%</td>
</tr>
<tr>
<td>Diabetes Training</td>
<td>35%</td>
</tr>
<tr>
<td>Smoking Cessation</td>
<td>24%</td>
</tr>
<tr>
<td>Asthma Management</td>
<td>16%</td>
</tr>
<tr>
<td>Weight Management</td>
<td>12%</td>
</tr>
<tr>
<td>Lipid Monitoring</td>
<td>7%</td>
</tr>
</tbody>
</table>
Each month, *America’s Pharmacist*, the official full-color magazine of the National Community Pharmacists Association, reaches every independent community pharmacy in the United States. That’s more than 21,000 unique locations. *America’s Pharmacist* magazine is also available in digital format.

Not only that, *America’s Pharmacist* is the premier magazine for independent pharmacy owners. It is the best source of information on industry trends, emerging technologies, and new products and what is going on inside NCPA. With articles featuring the very latest in successful business strategies, specialty pharmacy services, medication safety, consumer advice, continuing education, legislation, and regulation, *America’s Pharmacist* provides independent pharmacists the information they need to improve patient care and manage their business.

**TARGETING KEY DECISION MAKERS**
*America’s Pharmacist* delivers the readers that matter most to you. Our publication reaches the top decision makers and community leaders in more than 21,000 independent community pharmacies around the country.

**CIRCULATION: 19,585**
(Six month average circulation, January 2018 through June 2018)
Pharmacists owners/ managers: 74%
Staff Pharmacists: 13%
Future Pharmacists: 10%
Other: 3%

**PUBLISHER’S STATEMENT**
To the best of our knowledge, the staff and publisher of *America’s Pharmacist* magazine hereby state that all data included in this information packet is true and accurate.

B. Douglas Hoey, Pharmacist, MBA
Chief Executive Officer
PRINT SUPPLEMENTS (NON-CE)
Use the non-CE supplement service to educate pharmacists on new drug interactions, procedures, products, or services. Simply choose a topic and NCPA will do the rest — select an author, submit the content for your review and then design, print, and mail the supplement as an outsert with an issue of America’s Pharmacist. These pieces are educational, but they are not accredited.

Call for pricing options.

CONTINUING EDUCATION SUPPLEMENT
America’s Pharmacist can create a print supplement continuing education program tailored to your specific need on a given topic. The supplement will be mailed with an issue of America’s Pharmacist. The program includes content, design and print. NCPA is an ACPE-accredited organization and can provide content development and accreditation services to develop and deliver your continuing education programming. Sponsor recognition is provided through a support statement on the back cover.

Call for pricing options.

SPONSOR A CONTINUING EDUCATION ARTICLE
America’s Pharmacist will periodically run a continuing education article in the magazine. The article can be tailored to your specific need on a given topic or it will be one of our existing topics. The article will run in the magazine and your company name will appear at the back of the article, plus the article will go online and stay online for three years. Cost: $5,000 per article.
America’s Pharmacist®
2019 Editorial Calendar

JANUARY
Leadership issue / 7 habits of effective pharmacy owners
2018 convention recap
Advertising space reservation: Dec. 1, 2018
Advertising materials due: Dec. 5, 2018

FEBRUARY
Telepharmacy
2019 public policy issue
Exclusive Bonus Distribution: National Community Pharmacists Association’s Multiple Location Pharmacy Conference.
Advertising space reservation: Jan. 1, 2019
Advertising materials due: Jan. 5, 2019

MARCH
The technician’s evolving role
2019 NICE Awards
Advertising space reservation: Feb. 1, 2019
Advertising materials due: Feb. 5, 2019

APRIL
2019 Independent Community Pharmacists Buying Guide
The millennial patient
Advertising space reservation: March 1, 2019
Advertising materials due: March 5, 2019

MAY
Functional medicine
Collaborative practices
Advertising space reservation: April 1, 2019
Advertising materials due: April 5, 2019

JUNE
Adherence
Building a new pharmacy payment/value model
Advertising space reservation: May 1, 2019
Advertising materials due: May 5, 2019

JULY
Technology/cyber security
Third annual ideas issue
Advertising space reservation: June 1, 2019
Advertising materials due: June 15, 2019

AUGUST
Back office – culture, staff development, staff incentives
Advertising space reservation: July 1, 2019
Advertising materials due: July 15, 2019

SEPTEMBER
Front-end trends
NCPA Pre-Convention Issue:
Advertising space reservation: Aug. 1, 2019
Advertising materials due: Aug. 5, 2019

OCTOBER
CPESN® Network best practices
NCPA Convention Issue
Advertising space reservation: Sept. 1, 2019
Advertising materials due: Sept. 5, 2019

NOVEMBER
Diabetes
Advertising space reservation: Oct. 1, 2019
Advertising materials due: Oct. 5, 2019

DECEMBER
Compounding
Advertising space reservation: Nov. 1, 2019
Advertising materials due: Nov. 5, 2019

*The publisher reserves the right to change/modify the contents in the editorial calendar.
America’s Pharmacist®
2019 Advertising Rates

EARNED RATES
Earned rates are based on total number of individual pages in a 12-month period. A spread counts as two pages. A full page or fractional page counts as a single page toward frequency. Each side of an insert counts as one page. Effective Jan. 1, 2019.

SPACE RESERVATIONS
Insertion orders must be received by the publisher on or before the first of the month preceding issue date. Materials are due the fifth of the month preceding issue date.

PREMIUM POSITION RATES
For special or guaranteed positions, other than covers, advertisers will be charged a 15 percent premium added to their earned space rate.

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
<th>24 Times</th>
<th>36 Times</th>
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</thead>
<tbody>
<tr>
<td><strong>NCPA Corporate Member Rate</strong></td>
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<td>2/3 Page</td>
<td>$3,640</td>
<td>$3,460</td>
<td>$3,280</td>
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<td>$1,890</td>
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<td>$1,310</td>
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<td>$965</td>
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<td>$910</td>
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<tr>
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<td>$5,000</td>
<td>$4,740</td>
<td>$4,210</td>
<td>$3,840</td>
<td>$3,680</td>
<td>$3,580</td>
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<tr>
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<td>$3,800</td>
<td>$3,600</td>
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<td>$2,755</td>
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<td>$2,230</td>
<td>$2,140</td>
<td>$2,080</td>
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<tbody>
<tr>
<td><strong>NCPA Corporate Member Rates</strong></td>
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<td>$5,890</td>
<td>$5,710</td>
<td>$5,530</td>
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<td>$4,890</td>
<td>$4,750</td>
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<td>$4,280</td>
<td>$4,200</td>
<td>$4,140</td>
<td>$4,090</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$4,280</td>
<td>$4,180</td>
<td>$4,075</td>
<td>$3,870</td>
<td>$3,730</td>
<td>$3,670</td>
<td>$3,630</td>
<td>$3,590</td>
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<tr>
<td><strong>Non-Member Rates</strong></td>
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</tr>
<tr>
<td>Full Page</td>
<td>$7,510</td>
<td>$7,250</td>
<td>$6,990</td>
<td>$6,460</td>
<td>$6,090</td>
<td>$5,600</td>
<td>$5,300</td>
<td>$5,160</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$6,250</td>
<td>$6,050</td>
<td>$5,850</td>
<td>$5,450</td>
<td>$5,170</td>
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<tr>
<td>Half Page</td>
<td>$5,310</td>
<td>$5,160</td>
<td>$5,005</td>
<td>$4,700</td>
<td>$4,480</td>
<td>$4,390</td>
<td>$4,330</td>
<td>$4,270</td>
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<tr>
<td>1/4 Page</td>
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<td>$3,880</td>
<td>$3,810</td>
<td>$3,770</td>
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</tr>
</tbody>
</table>

Black and White Rates

Four-Color Rates

Earned rates are based on total number of individual pages in a 12-month period. A spread counts as two pages. A full page or fractional page counts as a single page toward frequency. Each side of an insert counts as one page. Effective Jan. 1, 2019.

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PREMIUM POSITION RATES
For special or guaranteed positions, other than covers, advertisers will be charged a 15 percent premium added to their earned space rate.
### Cover Rates*

<table>
<thead>
<tr>
<th>Placement</th>
<th>1 Time</th>
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<th>6 Times</th>
<th>12 Times</th>
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<th>36 Times</th>
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</tr>
</thead>
<tbody>
<tr>
<td>NCPA Corporate Member Rates</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,230</td>
<td>$7,990</td>
<td>$7,630</td>
<td>$7,030</td>
<td>$6,615</td>
<td>$6,440</td>
<td>$6,320</td>
<td>$6,200</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,990</td>
<td>$7,700</td>
<td>$7,420</td>
<td>$6,840</td>
<td>$6,440</td>
<td>$6,270</td>
<td>$6,150</td>
<td>$6,040</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$9,430</td>
<td>$9,070</td>
<td>$8,710</td>
<td>$7,990</td>
<td>$7,490</td>
<td>$7,270</td>
<td>$7,130</td>
<td>$6,990</td>
</tr>
<tr>
<td>Non-Member Rates</td>
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</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,830</td>
<td>$8,500</td>
<td>$8,170</td>
<td>$7,510</td>
<td>$7,050</td>
<td>$6,850</td>
<td>$6,720</td>
<td>$6,590</td>
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<tr>
<td>Inside Back Cover</td>
<td>$8,560</td>
<td>$8,250</td>
<td>$7,930</td>
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<td>$6,860</td>
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<tr>
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</tbody>
</table>

*Cover positions are sold on a first-come, first-served basis. Cover rates include four-color process, and bleed and color charges are not waived for cover positions.

### Two-Color Rates

<table>
<thead>
<tr>
<th>Size</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,680</td>
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<td>$4,730</td>
<td>$4,390</td>
<td>$4,250</td>
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<td>$4,060</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4,540</td>
<td>$4,360</td>
<td>$4,180</td>
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<td>Half Page</td>
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<tr>
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<td>$2,930</td>
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<td>$2,240</td>
</tr>
<tr>
<td>1/4 Page</td>
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<td>$2,000</td>
<td>$1,905</td>
<td>$1,865</td>
<td>$1,840</td>
<td>$1,810</td>
</tr>
</tbody>
</table>

### Insert/Outsert Rates*—Price Based on 2 Sides

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Time</th>
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<th>6 Times</th>
<th>12 Times</th>
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<tbody>
<tr>
<td>NCPA Corporate Member Rate</td>
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<td></td>
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<tr>
<td>$9,570</td>
<td>$9,090</td>
<td>$8,610</td>
<td>$7,650</td>
<td>$6,980</td>
<td>$6,700</td>
<td>$6,510</td>
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<tr>
<td>Non-Member Rate</td>
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<td>$9,470</td>
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<td>$7,680</td>
<td>$7,370</td>
<td>$7,160</td>
<td>$6,950</td>
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</tbody>
</table>

*Bind-in/tip-in charge of $1,500, non-commissionable, will be added.
**Guidelines for Ad Submission**

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<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions (Width-By-Height In Inches)</th>
<th>Ad Size</th>
<th>Dimensions (Width-By-Height In Inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non-Bleed Live Area</td>
<td>Trim*</td>
<td>Non-Bleed Live Area</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>15 1/4 X 9 7/8</td>
<td>16 1/2 X 10 7/8</td>
<td>1/2-Page Horizontal</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 3/4 X 9 7/8</td>
<td>8 1/2 X 10 7/8</td>
<td>1/3-Page Vertical</td>
</tr>
<tr>
<td>2/3-Page Vertical</td>
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<tr>
<td>1/2-Page Vertical</td>
<td>3 3/4 X 9 7/8</td>
<td>N/A</td>
<td>1/4-Page Vertical</td>
</tr>
</tbody>
</table>

**Trim* This measurement allows for the industry-standard 0.125 bleed beyond trim (crop marks). If you do not have a bleed, set the ad size to the live area, which allows white space extending to the trim (edge of paper).

**No Bleed** All ad sizes less than a full page should be designed to the live area indicated for the size. No bleeds are allowed.

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**MAGAZINE SPECS**

Trim Size: 8 1/8 x 10 7/8 inches  
Ink: CMYK process  
PMS Color: Convert PMS to CMYK before making press-optimized PDF  
Bleed: 1/8 inch beyond trim  
Live Matter: Keep 3/8 inch inside trim  
Halftone screen: 150 line screen (300 dpi)  
Type of binding: All issues are perfect-bound  
Disposal of plates: Printing materials are held at the printer for one year, after which they are destroyed unless instructed otherwise.

**DIGITAL REQUIREMENTS**

America's Pharmacist will accept a press-optimized PDF. To make and upload a press-optimized PDF, simply follow these four easy steps.

**Step 1. Preflight.** Before making your PDF, preflight and collect your files.

Incorrectly supplied ad files may affect your cost and delay production.

**Step 2. Press-Optimized PDF.** To make a press-optimized PDF, be sure to edit the PDF style as follows:

- **Compression—No Sampling Change:** 300 dpi for color and grayscale, 800 dpi for monochrome. 8-bit quality for color and grayscale, default for monochrome. Zip compression. Check "Compress Text and Line Art."
- **Marks & bleeds—Check:** "Crop Marks" at 0.25 pt line weight, offset at 0.25. Set bleeds at 1/8 inch on all sides.
- **Advanced—Subset Fonts Below:** 0%. Set the transparency flattener to high resolution. Check: "Ignore Spread Overrides."

**Step 3. Upload to FTP Site.** Upload press-optimized PDF to NCPA’s FTP site  
(You’ll need Fetch or Cyberduck software, both free online):  
Host Name: media.americaspharmacist.net  
Username: apmediakit  
Password: APmedia1

**Step 4. Email Notification.** Immediately notify Nina Dadgar (nina.dadgar@ncpanet.org) that your ad has been uploaded and indicate the file name.

Include a clearly marked 72 dpi PDF for viewing purposes only.
PRE-PRINTED AD INSERTS/OUTSERTS
Recommended trim size: 8 x 10 1/2 inches on 70–100 lb. text weight paper.
Outserts: Requires polybagging.
Pre-authorization: Send a preliminary 72 dpi PDF of the insert or outsert (and include the trim size and paper’s weight) to America’s Pharmacist Director of Sales and Marketing, Nina Dadgar.

PRODUCTION CONTACT
Send ad materials and insert/outsert dummy to:

Nina Dadgar
Vice President, Business Development
National Community Pharmacists Association
100 Daingerfield Road
Alexandria, VA 22314
(703) 838-2673
nina.dadgar@ncpanet.org

TERMS AND CONDITIONS OF THE NATIONAL COMMUNITY PHARMACISTS ASSOCIATION (NCPA®)

- A contract year is 12 consecutive issues.
- America’s Pharmacist reserves the right to review and refuse any advertising.
- America’s Pharmacist does not guarantee any given level of circulation or readership for an advertisement.
- America’s Pharmacist shall be under no liability for its failure, for any cause, to insert an advertisement.
- America’s Pharmacist does not assume any liability for the return of printing material in connection with advertising.
- Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed in writing by the NCPA sales and marketing director. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
- The advertiser and advertising agency assume full liability for content, including text and illustrations, of advertising published and assume full responsibility for defense against claims made against America’s Pharmacist and/or its representatives regarding advertising placed, including attorneys’ fees and other costs associated with defending such a claim.
- All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked “advertisement.”
- Cancellations are not accepted after the closing date shown on the published rate card.
- Requested positions are not guaranteed unless a special position premium has been paid or said premium waived in writing.
- Any revisions or special handling required for advertising materials will be billed to the advertiser and America’s Pharmacist shall be under no liability for accuracy of changes requested.
- All rates are based on acceptable electronic materials. See mechanical specifications in current NCPA media kit.
- An agency commission of 15 percent of gross billing will be allowed only to recognized agencies. Production and mechanical charges, including insert fees, are non-commissionable.
- Advertisers or their respective agencies will be invoiced on publication and sent two tear sheets.
- All electronic advertising on NCPA website and NCPA qAM will be subject to America’s Pharmacist terms and conditions.

Payment is due within 30 days of the invoice date. No early or pre-payment discounts may be applied. Any account over 30 days will be charged a late fee of 1.5 percent per month. Any account over 90 days will be placed with a collection agency. You will be responsible for any additional charges incurred by the agency in order to collect said debt.
- Advertisers who do not keep accounts up-to-date may be prohibited from advertising or required to pre-pay.

Disclaimer
Publisher is not liable for delays in and/or nondelivery in the event of an act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material storage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of the publisher affecting production or delivery in any manner. Any deliberate attempt to simulate a publication’s format is not permitted.
Take advantage of these timely and effective advertising vehicles to reach independent community pharmacy owners. We offer a variety of electronic marketing opportunities, including web and email. Plus, you can combine electronic and print advertising to give your products or services maximum exposure at a great value!

**CUSTOMIZED EMAILS (eALERTS):**
Your customized emails will be delivered to registered users of NCPA’s electronic newsletter. These customized emails could be messaging on new formularies, availability of a new drug, etc..

**Average open rate and click-through rate for eAlerts:**
- Open Rate: 11%
- Click-Through Rate: 4%

**DIGITAL SPONSORSHIP PACKAGE**

**PLATINUM—Rate: $21,500 Annually**
- Four e-Alerts to the entire Pharmacist e-Link subscriber base of 25,000+
- Four Button ad in NCPA’s qAM newsletter

**GOLD—Rate: $16,500 Annually**
- Three e-Alerts to the entire Pharmacist eLink subscriber base of 25,000+
- Three button ads in NCPA’s qAM newsletter

**SILVER—Rate: $10,500 Annually**
- Two e-Alerts to the entire Pharmacist e-Link subscriber base of 25,000+
- Two button ads in NCPA’s qAM newsletter

**PHARMACIST e-SURVEY**
Enables clients to conduct a custom 10- question online survey, complete with a custom invitation and tabulated report delivered to the complete qAM database. Special pricing available for sponsors; call for details.

**INTERACTIVE QUIZ**
NCPA can deliver your educational message, through an interactive quiz, where the test takers are engaged and at the same time they can measure their responses with their peers. NCPA will work with your team to come up with the most engaging questions. NCPA will promote the quiz via its social media and online products. Limited number of questions; please call for pricing.
NCPA NEWSLETTER
Place a button ad in an issue of qAM, a Monday-Thursday electronic news bulletin designed to provide NCPA members and registered non-members with the latest developments affecting independent community pharmacy. It is delivered to NCPA members’ and non-members’ email inboxes Monday-Thursday.

Subscribers: 26,000+ NCPA members and non-members

Content: Important weekly news from NCPA affecting independent community pharmacies
Drop Day: Monday-Thursday
Open Rate: 21%

NCPA Corporate Member Rate
$500 per issue
Non-Member Rate
$850 per issue

File Specs: 295 wide x 85 high, 72 dpi, .jpg or .gif only (no .png or .swf files). Gif files cannot be animated. Maximum file size 10k. All ads will be linked to your company’s website. Email files and preferred URL to nina.dadgar@ncpanet.org.

NCPA’S PROFIT MAKERS ELECTRONIC NEWSLETTER
In collaboration with Drug Store News, every other week NCPA will deliver quick tips and news to this very targeted audience regarding useful information to be used in the front end of their stores.

Subscribers: 1,000+ pharmacy owners/managers, marketing managers, front-end store managers

Average total open rate: 74%
Average unique open rate: 40.6%
Average total click through rate: 10%
Average unique open rate: 6.6%

NCPA Corporate Member Rate
$1,000 per issue
Non-Member Rate
$2,500 per issue

File Specs: 500 wide x 60 high, 72 dpi, .jpg or .gif only (no .png or .swf files). GIF files cannot be animated. Maximum file size 10k. All ads will be linked to your company’s website. Email files and preferred URL to nina.dadgar@ncpanet.org.
**NCPA WEBSITE (WWW.NCPANET.ORG)**

Place a banner or button ad on NCPA’s home page, the premier portal for the more than 60,000 pharmacists working in independent community pharmacy. These professionals deliver health care services and consultations to patients across the country at more than 21,000 locations.

Average monthly page views: 75,059  
Average unique page views: 61,252  
Average Time on Site: 1:53

**NCPA’s home page banner/button ads**  
All ads will appear on NCPA’s home page, www.ncpanet.org

**Leaderboard image banner ad**  
$3,500/month NCPA corporate members  
$5,000/month non-members

File Specs: 722 wide by 89 high, jpg and gif formats accepted (no .png or .swf files). Gif files can be animated. Maximum file size under 150k. All ads will be linked to the website of your choice. Email files and preferred URL to nina.dadgar@ncpanet.org.

**Button ads on NCPA home page**  
$2,500/month NCPA corporate members  
$4,000/month non-members

File Specs: 300 wide by 90 high, jpg and gif formats accepted (no .png or .swf files). Gif files can be animated. Maximum file size 30. All ads will be linked to the website of your choice. Email files and preferred URL to nina.dadgar@ncpanet.org.

**OTHER MARKETING OPPORTUNITIES**

**Events**  
NCPA has multiple events throughout the year to help you get your messaging in front of independent community pharmacists:  
- NCPA’s Multiple Locations Pharmacy Conference, Feb. 27-March 2, 2019, Wyndham Grand Clearwater Beach, Clearwater, Fla.  
- Ownership Workshop-Various dates and locations in 2019, please visit www.ncpanet.org for dates.

**CORPORATE MEMBER-ONLY OPPORTUNITIES**

**Webinar**  
Sponsor a webinar! It can be on a topic of your choice and NCPA will market it to membership.

**Mailing list rental**  
NCPA corporate members can rent NCPA’s membership list for mailing purposes. The list and mailing will go through a third-party mail house.
**AMERICA’S PHARMACIST®**

**Advertising**
Nina Dadgar  
*Vice President, Business Development*  
100 Daingerfield Road  
Alexandria, VA 22314  
Direct: (703) 838-2673  
Email: nina.dadgar@ncpanet.org

Whitney Lynch  
*Manager, Business Development*  
Direct: (703) 838-2656  
Email: whitney.lynch@ncpanet.org

**Editorial**
Chris Linville  
*Managing Editor*  
Direct: (703) 838-2680  
Email: chris.linville@ncpanet.org

**Production**
Robert Lewis  
*Director, Design*  
Direct: (703) 838-2677  
Email: robert.lewis@ncpanet.org

**NCPA corporate membership, NCPA Digital Advertising, and Exhibits**

Nina Dadgar  
*Vice President, Business Development*  
Direct: (703) 838-2673  
Email: nina.dadgar@ncpanet.org

Whitney Lynch  
*Manager, Business Development*  
Direct: (703) 838-2656  
Email: whitney.lynch@ncpanet.org