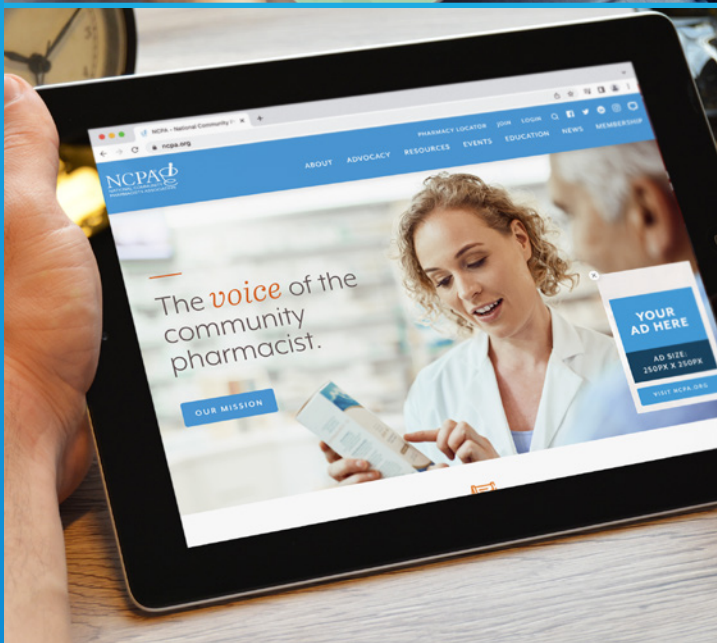




2024

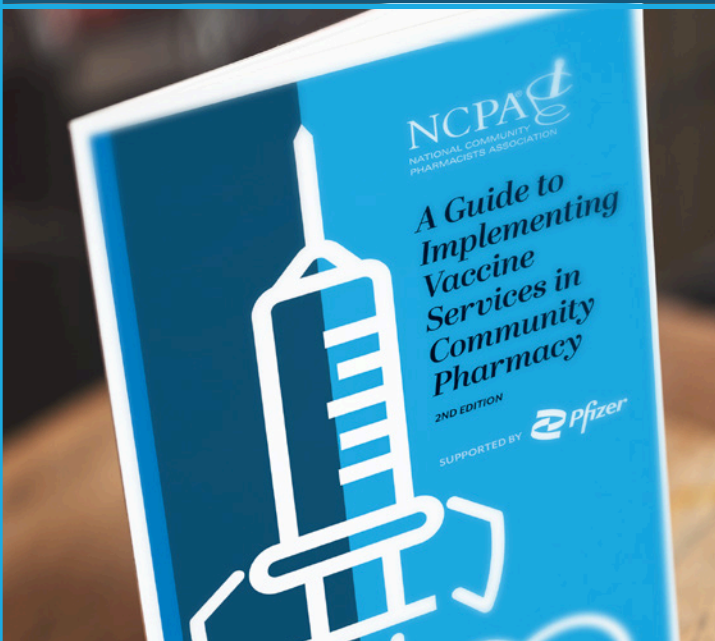


ADVERTISING & MARKETING KIT

The National Community Pharmacists Association is the voice for the community pharmacist, representing over 19,400 pharmacies that employ more than 230,000 individuals nationwide.

www.ncpa.org
advertising@ncpa.org
703.838.2673

NCPA
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION





INDEPENDENT PHARMACY

\$94 billion
marketplace

representing over
34 percent
of all retail pharmacies

employing more than
230,000
people

OUR MARKETPLACE

The nation's independent pharmacies, independent pharmacy franchises, and independent chains represent a \$94 billion marketplace, which represent over 34 percent of all retail pharmacies and employ more than 230,000 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

- An average owner owns 2 pharmacies

Pharmacy practice settings offered in 2024

INDEPENDENTS

19,432

TRADITIONAL CHAINS

20,210

SUPERMARKETS

9,367

MASS MERCHANT

7,280

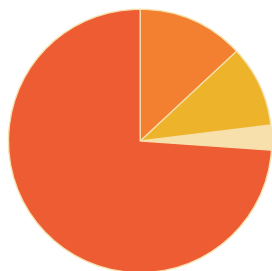
Source: 2023 NCPA Digest, sponsored by Cardinal Health



AMERICA'S PHARMACIST®

Circulation
17,826

(Six-month average circulation, January 2023 through June 2023)



- Pharmacist owners/managers: 74%
- Staff pharmacists/technicians: 13%
- Future pharmacists: 10%
- Other: 3%

AMERICA'S PHARMACIST® MAGAZINE

America's Pharmacist® magazine is the official monthly publication of the National Community Pharmacists Association.

America's Pharmacist delivers the readers that matter most to you. Our publication reaches the top decision makers and community leaders in over 19,400 independent community pharmacies around the country.

OUR READERSHIP

The average subscriber shares their copy with 2.5 other readers, more than doubling the circulation's reach. About half of those other readers are pharmacists.*

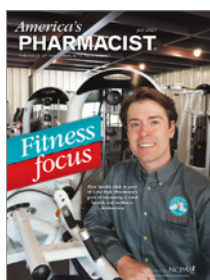
Subscribers are high-level professionals who work for businesses that operate pharmacies.*

- Four in five (79 percent) are owners/partners/managers. Another 9 percent are staff pharmacists.
- Among employed subscribers, 92 percent indicated their business operates at least one pharmacy. A majority operate one to four pharmacies (79 percent), while on the other end of the spectrum, 3 percent operate 15 or more.

America's Pharmacist has an engaged audience that holds the publication in high regard.*

- The typical subscriber has read or looked through three of the last four issues of *America's Pharmacist*, and spends 41 minutes reading/looking through a typical issue.
- Nine in ten subscribers (91 percent) at least skim a typical issue of *America's Pharmacist*.

*Based on 2020 Readex Readership Study



AMERICA'S PHARMACIST® MAGAZINE

2024 EDITORIAL CALENDAR

JANUARY

Convention wrap-up

Class action

Point-of-care testing-CE

Ad space reservation: Dec. 1, 2024

Ad materials due: Dec. 5, 2024

FEBRUARY

Social determinants of health – mental health

Exclusive bonus distribution:

NCPA's Multiple Location Conference

Ad space reservation: Jan. 1, 2024

Ad materials due: Jan. 5, 2024

MARCH

The Business of Long-Term Care

Ad space reservation: March 1, 2024

Ad materials due: March 5, 2024

APRIL

Pharmacy desert – health care desert

Ad space reservation: Feb. 1, 2024

Ad materials due: Feb. 5, 2024

MAY

Digital health – What it means to community pharmacy and is AI a thing for your pharmacy?

Ad space reservation: April 1, 2024

Ad materials due: April 5, 2024

JUNE

State by state overview of services you can offer (from clinical services to selling CBD)

Ad space reservation: May 1, 2024

Ad materials due: May 5, 2024

JULY

The staffing issue – leadership, HR pearls, employee engagement

Bonus distribution:

McKesson Ideashare Conference, Cardinal Health, RBC Conference, AmerisourceBergen ThoughtSpot

Ad space reservation: June 1, 2024

Ad materials due: June 5, 2024

AUGUST

CPSN – enhancing revenue opportunities through clinical service offerings

NCPA Core program

Ad space reservation: July 1, 2024

Ad materials due: July 5, 2024

SEPTEMBER

Front-end trends – it's organic, now what?

NCPA pre-Convention issue

Bonus distribution:

NCPA's 2022 Annual Convention

Ad space reservation: Aug. 1, 2024

Ad materials due: Aug. 5, 2024

OCTOBER

Annual NCPA Convention issue

Community Pharmacy Fellowship update

Bonus distribution:

NCPA's 2022 Annual Convention

Ad space reservation: Sept. 1, 2024

Ad materials due: Sept. 5, 2024

NOVEMBER

Medical billing

Ad space reservation: Oct. 1, 2024

Ad materials due: Oct. 5, 2024

DECEMBER

Compounding and pet meds

Ad space reservation: Nov. 1, 2024

Ad materials due: Nov. 5, 2024

*The publisher reserves the right to change/modify the contents in the editorial calendar.



AMERICA'S PHARMACIST® MAGAZINE

2024 ADVERTISING RATES

FOUR-COLOR RATES

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

Full Page	\$7,380	\$7,135	\$6,880	\$6,385	\$6,025	\$5,880	\$5,775	\$5,680
1/2 Page	\$5,280	\$5,135	\$4,985	\$4,700	\$4,495	\$4,410	\$4,350	\$4,295
1/4 Page	\$3,810	\$3,740	\$3,665	\$3,515	\$3,415	\$3,375	\$3,350	\$3,315

NON-MEMBER RATES

Full Page	\$7,885	\$7,610	\$7,340	\$6,785	\$6,395	\$6,225	\$6,120	\$6,005
1/2 Page	\$5,575	\$5,415	\$5,255	\$4,935	\$4,705	\$4,610	\$4,545	\$4,480
1/4 Page	\$3,945	\$3,875	\$3,790	\$3,635	\$3,515	\$3,470	\$3,535	\$3,405

BLACK AND WHITE RATES

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

Full Page	\$5020	\$4770	\$4520	\$4020	\$3665	\$3515	\$3415	\$3320
1/2 Page	\$2920	\$2770	\$2625	\$2335	\$2130	\$2045	\$1985	\$1930
1/4 Page	\$1450	\$1375	\$1300	\$1155	\$1055	\$1015	\$985	\$955

NON-MEMBER RATES

Full Page	\$5525	\$5250	\$4975	\$4420	\$4030	\$3,865	\$3760	\$3645
1/2 Page	\$3215	\$3055	\$2890	\$2570	\$2340	\$2,245	\$2185	\$2120
1/4 Page	\$1585	\$1500	\$1430	\$1270	\$1155	\$1,110	\$1075	\$1045

COVER RATES*

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

Inside Front Cover	\$8,640	\$8,325	\$8,010	\$7,380	\$6,945	\$6,760	\$6,635	\$6,510
Inside Back Cover	\$8,390	\$8,085	\$7,790	\$7,180	\$6,760	\$6,585	\$6,455	\$6,340
Back Cover	\$9,900	\$9,520	\$9,145	\$8,390	\$7,865	\$7,630	\$7,485	\$7,340

NON-MEMBER RATES

Inside Front Cover	\$9,270	\$8,925	\$8,580	\$7,885	\$7,400	\$7,190	\$7,055	\$6,920
Inside Back Cover	\$8,990	\$8,660	\$8,325	\$7,665	\$7,200	\$7,005	\$6,865	\$6,740
Back Cover	\$10,645	\$9,795	\$9,815	\$8,990	\$8,410	\$8,160	\$8,000	\$7,830

*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.

INSERT/OUTSERT RATES-PRICES BASED ON 2 SIDES

1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

\$10,050	\$9,545	\$9,040	\$8,030	\$7,330	\$7,035	\$6,835	\$6,625
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NON-MEMBER RATES

\$11,045	\$10,500	\$9,945	\$8,840	\$8,065	\$7,735	\$7,725	\$7,300
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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, 2024.

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.

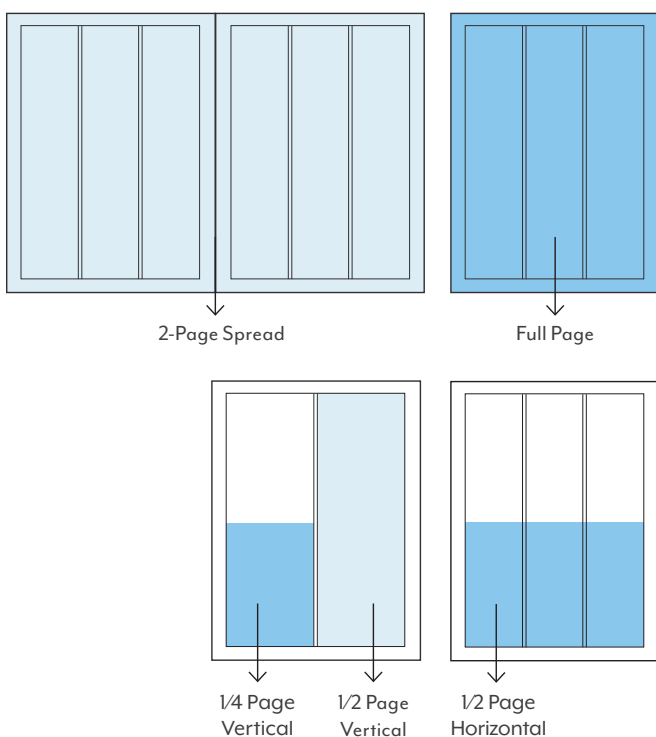
PREMIUM POSITION RATES

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

Ad Size	Dimensions (Width-By-Height In Inches)	
	Non-Bleed Live Area	Trim*
2-Page Spread	15 $\frac{1}{4}$ X 9 $\frac{7}{8}$	16 $\frac{1}{4}$ X 10 $\frac{7}{8}$
Full Page	7 $\frac{1}{8}$ X 9 $\frac{7}{8}$	8 $\frac{1}{8}$ X 10 $\frac{7}{8}$
1/2-Page Vertical	3 $\frac{3}{8}$ X 9 $\frac{7}{8}$	N/A**
1/2-Page Horizontal	7 $\frac{1}{8}$ X 5	N/A**
1/4-Page Vertical	3 $\frac{3}{8}$ X 5	N/A**

* With this measurement, please allow for the industry-standard 0.125 bleed beyond trim on all sides (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).

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



AMERICA'S PHARMACIST® MAGAZINE

GUIDELINES FOR AD SUBMISSION

MAGAZINE SPECS

Trim size: 8 $\frac{1}{8}$ x 10 $\frac{7}{8}$ 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: APmedial

STEP 4. Email notification. Immediately notify Nina Dadgar (nina.dadgar@ncpa.org) that your ad has been uploaded and indicate the file name.

Include a clearly marked 72 dpi PDF for viewing purposes only.

GUIDELINES FOR AD SUBMISSION (*continued*)

PRE-PRINTED AD INSERTS/OUTSERTS

Recommended trim size: 8 x 10 1/2 inches on 70–100 lb. text weight paper.

Inserts: Bound-in or tipped-in. Bound-in inserts require an additional 3/8-inch minimum flap for binding.

Tip-on inserts: Max size is 6 width by 6 high.

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*® Vice President, Business Development, 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@ncpa.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 advertising and marketing 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 subjected 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.



AMERICA'S PHARMACIST® MAGAZINE

OTHER PROMOTIONAL OPPORTUNITIES

WHITE PAPERS

Need to educate pharmacists about a new product, service, or procedure? Simply write a piece and submit it to NCPA for approval. We will design and send it to you review, and then print and mail it with an issue of the magazine.

Call or email for details.

NEW AP PRODUCT FOCUS

We are introducing a new department in the magazine that will focus on one company. It will have your company's contact information and product pictures, if applicable. Work with the *America's Pharmacist*® editorial team for a write-up about your company, which can also include customer testimonials.

Cost: \$9,995

“PRS has been advertising in America's Pharmacist for many years. We meticulously track our leads, so we know through the data that we collect what works and what doesn't. We know that advertising with NCPA works! We can actually see a spike in our web traffic when the magazine comes out each month and when we do an email campaign through NCPA, so we know that we are effectively reaching our potential customers. We consistently get leads from our marketing through NCPA resulting in a great return on our investment, so we will continue to include NCPA as a mainstay of our marketing efforts. If you are looking to reach independent pharmacy owners, you should be including NCPA marketing channels as part of your overall marketing plan.”

Harry Lattanzio, RPh.
President
PRS Pharmacy Services



ELECTRONIC MARKETING

NCPA'S DIGITAL ADVERTISING

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!

SPONSORED HTML E-BLAST (eALERTS)

A sponsored eAlert is the best way to promote your product, webinar, availability of new drug, white paper or other call to action campaign to drive NCPA members and non-members directly to your own landing page. Provide us with the creative (HTML email) and we will send out a dedicated, sponsored email to our daily subscribers that have opted into marketing messages to promote your product or service. All sponsored email is labeled as (sponsored) at the start of the subject line. NCPA will provide basic open and click rates upon request.

SUBSCRIBERS: 11,000+ NCPA members and non-members

AVERAGE OPEN RATE: 27 percent

e-Alerts	Corporate member	Non-member
One	\$6,000	\$8,000
2 eAlerts	\$10,500	\$14,000
3 eAlerts	\$16,500	\$21,000
4 eAlerts	\$21,500	\$28,000

qAM NEWSLETTER

69% open rate
Monday through Thursday

ELECTRONIC MARKETING

ELECTRONIC NEWSLETTER ADVERTISING

NCPA qAM NEWSLETTER

CONTENT: Important news from NCPA affecting independent community pharmacies.

SUBSCRIBERS: 15,000+ NCPA members and non-members

DROP DAY: Monday through Thursday, every other Friday

OPEN RATE: 69 percent

CLICK THROUGH RATE: 6.12 percent

NCPA'S PROFIT MAKERS

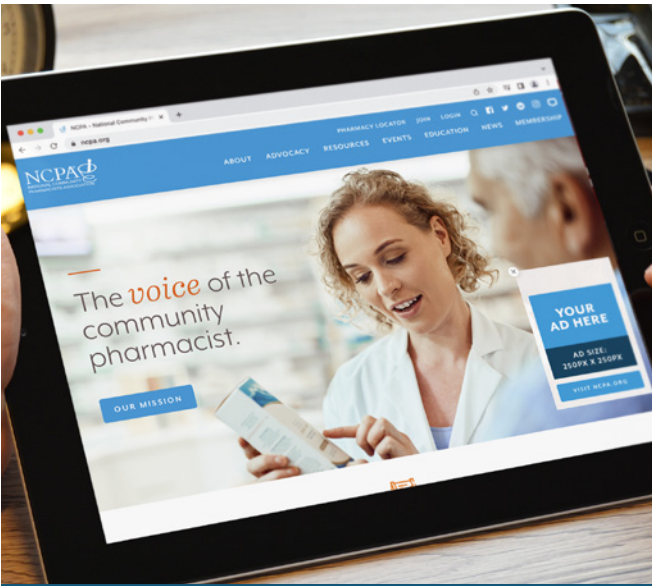
CONTENT: Important quick tips and news to be used in the front end of community pharmacies.

SUBSCRIBERS: 2,200+ pharmacy owners/managers, marketing managers, front-end managers

DROP DAY: One Saturday a month

OPEN RATE: 93 percent

Location	Cost	Dimensions	Creative type	Max. file size
qAM button ad	\$500 per issue members, \$850 per issue non-members	295 w x 85 h	jpeg/gif	10k
qAM text ad	\$500 per issue members, \$850 per issue non-members	Title: max 60 characters		Copy: max 150 characters
Profit Makers banner ad	\$850 per issue, members, \$1,350 non-members	500 w x 60 h	jpeg/gif	10k
Profit Makers text ad	\$850 per issue, members, \$1,350 non-members	Title: max 60 characters		Copy: max 150 characters



WWW.NCPA.ORG

86,569
average monthly page views

74,738
average unique page views

2 minutes
average time on site

ELECTRONIC MARKETING

WEB ADVERTISING

NCPA WEBSITE, WWW.NCPA.ORG

AVERAGE MONTHLY PAGE VIEWS: 86,569

AVERAGE UNIQUE PAGE VIEWS: 74,738

AVERAGE TIME ON SITE: 2 minutes

Minimum commitment of 3 months. Each space is Run of Site (ROS) for entirety of the month.

Location	Cost/month	Dimensions	Creative type	Max. file size
Sticky ad	\$2,500 members, \$5,000 non-members	250 w x 250 h	jpeg/gif	250k
Leaderboard	\$3,500 members, \$5,000 non-members	728 w x 90 h	jpeg/gif	250k
Billboard	\$4,500 members, \$6,000 non-members	970 w x 250 h	jpeg/gif	250k



EVENT MARKETING

There are plenty of opportunities for your company to be in front of independent community pharmacists, through our various live and/or virtual events throughout the year.

NCPA'S ANNUAL CONVENTION & TRADE EXPO

Every October pharmacy owners and staff from around the country gather at NCPA's Annual Convention to learn new strategies for their business, network with other pharmacies, and find new products and services. Opportunities include exhibiting and sponsoring.

NCPA'S MULTIPLE LOCATIONS CONFERENCE

Every February NCPA holds a small intimate meeting for multiple store pharmacy owners. **A limited number of tabletop exhibits are available.**

NCPA'S PHARMACY OWNERSHIP WORKSHOP

NCPA holds three live meetings a year for pharmacists who are interested in owning their own stores. This is a great time to get in front of these future owners. If the meeting can't be live, then it will be virtual. Tabletop exhibit opportunities are available at this event, limit 15 companies per event.

CONTACT:

Nina Dadgar

Email: nina.dadgar@ncpa.org

Direct: 703.838.2673

Whitney Lynch

Email: whitney.lynch@ncpa.org

Direct: 703.838.2656



Promotion	Corporate member	Non-member
Pharmacist e-survey	\$7,500	\$12,500
Interactive quiz	\$15,000	\$22,000
Business Booster webinar	\$5,000	\$5,000
Podcast	\$6,000	\$8,000

OTHER PROMOTIONAL ITEMS

PHARMACIST E-SURVEY

Give us your 10 questions (not including demographic questions), NCPA will format, and send it out via email to members and non-members, we will tabulate the results and deliver it to the sponsor.

Cost: \$7,500 corporate members, \$12,500 non-members

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 platforms. Quiz will stay on NCPA website for one year.

Cost: \$15,000 corporate members, \$22,000 non-members

LIVE WEBINARS

NCPA's **Business Booster** webinar series brings your messaging in front of independent pharmacy owners/managers via live webinar. NCPA goes a step further and records these presentations and hosts them on the NCPA website for any owner who couldn't attend the live webinar. Webinars are one hour long and take place on Tuesdays at 2 p.m. ET. NCPA will take care of all the promotions and logistics, and give you the leads so you can follow up with them. **Cost: \$5,000**

PODCAST

NCPA has partnered with **RxConnexion** to bring relevant and timely information to community pharmacy owners/managers. As the sponsor of the podcast, you will have 3 minutes at the beginning of the podcast, and a thank-you from the host at the end of the podcast. NCPA will have at least one podcast per month.

NCPA CORPORATE MEMBERSHIP

NCPA Corporate Membership benefits you, your company, and the industry by providing a variety of ways for you to be better informed, actively participate in the association process, and sell more. Plus, NCPA promotes our corporate members throughout the year to independent pharmacy owners/managers and lets them know that you support them so they should be supporting you. ncpa.org/corporate-membership-program.

CONTACTS

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Manager, Business Development

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Creative Director

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Direct: 703.600.1187



100 DAINGERFIELD ROAD
ALEXANDRIA, VA 22314

