Welcome to the 2021 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 2019 U.S. Pharmacy Study – which are a valuable and growing $73.7 billion health care marketplace. The nation’s 50,000 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 more than 21,000 locations in between.

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A $73.7 BILLION MARKETPLACE

The nation’s independent pharmacies, independent pharmacy franchises, and independent chains represent an $73.7 billion marketplace, which represents 35 percent of all retail pharmacies and employing more than 200,000 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
- 30% of independent community pharmacy owners have ownership in 2.1 stores

Representing 35 percent of the nation’s total retail pharmacies

Pharmacy Practice Settings Offered in 2020

<table>
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<td>MASS MERCHANDISERS</td>
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Source: 2020 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:

85% of respondents to the 2020 NCPA Census, consider their pharmacy a full-line pharmacy.*

- 92% offer adherence/sync
- 92% offer wound care products
- 76% offer home/worksite delivery
- 80% give flu immunization
- 78% offer compliance packaging
- 46% care for LTC patients

Independent community pharmacies offer a variety of additional services*:

- 79% medication therapy mgmt
- 49% compounding
- 53% durable medical goods
- 28% ostomy supplies

WELLNESS SERVICES:

Summary of wellness services*:

- 77% immunizations
- 54% blood pressure monitoring
- 30% diabetes training
- 22% smoking cessation
- 12% asthma management
- 9% weight management
- 6% lipid monitoring

*Source: 2020 NCPA Digest, sponsored by Cardinal Health
Each month, America’s Pharmacist, NCPA’s official full-color magazine, 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: 17,826**

(Six-month average circulation, January 2020 through June 2020)
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,
National Community Pharmacists Association

**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**

The America’s Pharmacist continuing education program is tailored to your specific need on a given topic. The column will be in 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 first page of the CE column.

*Call for pricing options.*
America’s Pharmacist® Magazine
2021 Editorial Calendar

JANUARY

Year in Review
Track and Trace-Update

Advertising space reservation: Dec. 1, 2020
Advertising materials due: Dec. 5, 2020

FEBRUARY

Brain Health

Advertising space reservation: Jan. 1, 2021
Advertising materials due: Jan. 5, 2021

MARCH

2019 NICE Awards

Advertising space reservation: Feb. 1, 2021
Advertising materials due: Feb. 5, 2021

APRIL

Specialty Pharmacy

Advertising space reservation: March 1, 2021
Advertising materials due: March 5, 2021

MAY

Community Pharmacy’s role amid COVID-19

Advertising space reservation: April 1, 2021
Advertising materials due: April 5, 2021

JUNE

The Adherence Issue
Bonus Distribution: McKesson Ideashare Conference, San Diego

Advertising space reservation: May 1, 2021
Advertising materials due: May 5, 2021

JULY

Fifth annual Ideas Issue
Current use of technology-From distance learning to telemedicine
Bonus Distribution: Cardinal Health, RBC Conference, Orlando, and AmerisourceBergen ThoughtSpot, Las Vegas.

Advertising space reservation: June 1, 2021
Advertising materials due: June 15, 2021

AUGUST

Hearing Aids

Advertising space reservation: July 1, 2021
Advertising materials due: July 15, 2021

SEPTEMBER

Front-end trends
NCPA Pre-Convention Issue:
Bonus Distribution: National Community Pharmacists Association’s 2021 Annual Convention, Charlotte, NC (Oct. 9-12, 2021)

Advertising space reservation: Aug. 1, 2021
Advertising materials due: Aug. 5, 2021

OCTOBER

CPESN® network best practices
Offering niche services
NCPA Convention Issue
Bonus Distribution: National Community Pharmacists Association’s 2021 Annual Convention, Charlotte, NC (Oct. 9-12, 2021)

Advertising space reservation: Sept. 1, 2021
Advertising materials due: Sept. 5, 2021

NOVEMBER

The Marketing Issue-how to market on a budget

Advertising space reservation: Oct. 1, 2021
Advertising materials due: Oct. 5, 2021

DECEMBER

Compounding

Advertising space reservation: Nov. 1, 2021
Advertising materials due: Nov. 5, 2021

*The publisher reserves the right to change/modify the contents in the editorial calendar.
### Black and White Rates

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<tr>
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### Four-Color Rates

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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, 2021.**

**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.
### Cover Rates*

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<td>$7,630</td>
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<tr>
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<td>$7,420</td>
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*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*—Price Based on 2 Sides

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

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<th>Ad Size</th>
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</tr>
<tr>
<td></td>
<td>1/2-Page Vertical</td>
<td>3 3/8 X 9 7/8</td>
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* 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.

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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:** 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.
PRE-PRINTED AD INSERTS/OUTSERTS

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


Tip-on inserts: Max size is 6 width by 5 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® 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@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 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 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.
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 eLink subscriber base of 15,000+

**GOLD—Rate: $16,500 Annually**
- Three e-Alerts to the entire Pharmacist eLink subscriber base of 15,000+

**SILVER—Rate: $10,500 Annually**
- Two e-Alerts to the entire Pharmacist e-Link subscriber base of 15,000+ subscribers

**A single eAlert:** $6,000 per eAlert

**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 qAM 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: 25,000+ NCPA members and non-members

Content: Important weekly news from NCPA affecting independent community pharmacies.
Drop Day: Monday through 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@ncpa.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: 2,000+ 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
$850 per issue

Non-Member Rate
$1,350 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@ncpa.org.
NCPA WEBSITE (WWW.NCPA.ORG)
Place a banner or sticky ad on NCPA’s website, the premier portal for 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: **78,778**
Average unique page views: **66,160**
Average Time on Site: **2:10**

**NCPA’s website banner/button ads**
All ads will appear on NCPA’s website, www.ncpa.org.

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

**File Specs:**
- **Billboard:** 970 wide x 250 high
- **Leaderboard:** 970 wide x 90 high
  - Jpg and gif formats accepted (no .png or .swf files). Gif files can’t be animated. Maximum file size under 250k. All ads will be linked to the website of your choice. Email files and preferred URL to nina.dadgar@ncpa.org.

**Sticky ads on NCPA website**
$2,500/month NCPA corporate members
$4,000/month non-members

**File Specs:**
- **Square:** 250 wide by 250 high
  - Jpg and gif formats accepted (no .png or .swf files). Gif files can’t be animated. Maximum file size 250k. All ads will be linked to the website of your choice. Email files and preferred URL to nina.dadgar@ncpa.org.

*See full spec sheet and size examples on following page*

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 Conference**
  - February 2022.
- **NCPA Annual Convention**
  - Oct. 9-12, 2021
  - Charlotte Convention Center, Charlotte, NC.
- **Ownership Workshop**
  - Various virtual dates in 2021, please visit www.ncpa.org for dates.

CORPORATE MEMBER-ONLY OPPORTUNITIES

**NCPA’s Learning Hour, sponsored by NCPA corporate members**
Bring your product and or service to independent community pharmacy owner via a one hour non-CE 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.
TWO UNIQUE PLACEMENT OPPORTUNITIES ON NCPA.NET

Supported banner sizes for NCPA website:
- Billboard (970px x 250px)
- Leaderboard (970px x 90px)

Supported ad sizes for side sticky:
- Square (250px x 250px)

Above: Examples of how ads sit within website.  
Right: Ad size options. (Not actual size).
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