

Get the Word Out!

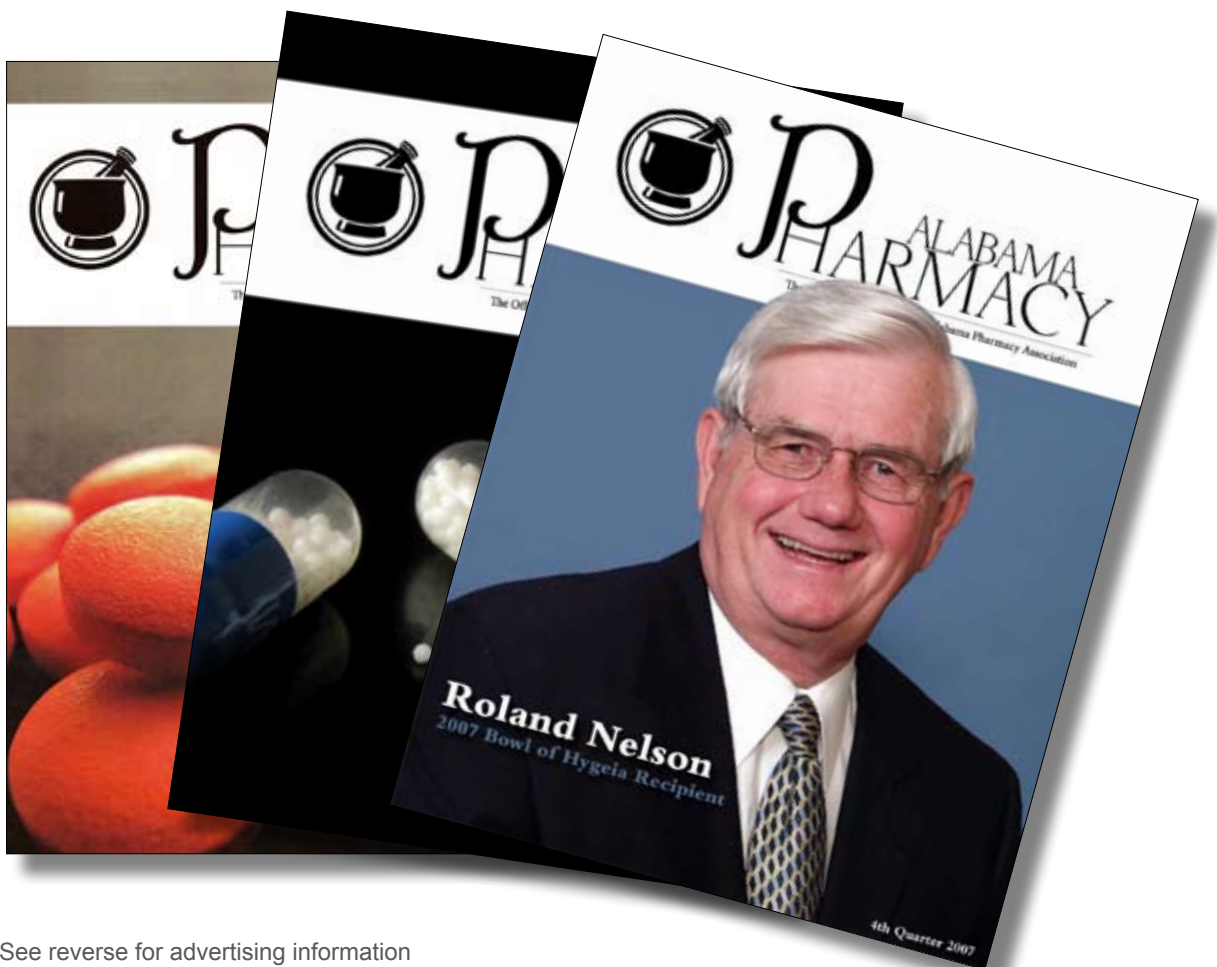


P ALABAMA
HARMACY

The Official Publication of the Alabama Pharmacy Association

2009 Rate Card

Alabama Pharmacy is the perfect opportunity for your company to get the word out by advertising your products and services to pharmacists, technicians and students. This quarterly publication provides members across the state with the latest in pharmacy news, legislative issues, information on upcoming events, continuing education and member benefits information.



See reverse for advertising information

Circulation

Approximately 1,600 copies of **Alabama Pharmacy** are received by all members of the Alabama Pharmacy Association. In addition, **Alabama Pharmacy** is mailed to hospitals, state agencies, legislators, students in our three Alabama pharmacy colleges, manufacturers and wholesalers.

The APA was established in 1881 and is the oldest professional organization for pharmacy in the state. APA members are involved in all areas of pharmacy and are committed to their profession and their customers.

Regular Departments

President's Perspective takes a look at critical issues that need to be addressed, current and upcoming legislation, and the overall climate of pharmacy today.

Executive Director's Insight focuses on the executive director's view of current issues, member concerns, association updates, goals and objectives.

Membership Benefits Corner provides updated information on the ever-expanding benefits of APA membership.

News You Can Use updates readers on new federal and state regulations and changes in current ones. It also provides members an overview of current news and events in the pharmaceutical industry.

Continuing Education provides members with the opportunity to earn required continuing education credit by completing brief clinical reviews and quizzes.

Alabama Pharmacy also provides regular feature articles on clinical topics, news from state pharmacy schools, member feature articles, legislative news, Medicaid and Medicare updates, State Board updates and APA's calendar of events.

Clinical Topics

Smoking Cessation • Senior Care • Diabetes
Stress Management • Women's Health •
Asthma Treatment • Allergy Medications • Pain
Management • Men's Health • Arthritis • Cancer •
Poison Prevention • Pediatric Care *and many others*

Rates & Frequency

The prices contained in this rate sheet are firm for a signed contract period only, subject to change upon renewal. Multiple insertion rates apply to four consecutive issues

from the date of the first insertion, and must be designated on the original insertion order/contract. If number of insertions are not specified, insertions will be billed at the one-time rate.

Terms

All payments are due 30 days after date of invoice. Past due invoices are subject to a one percent per month service charge. The advertiser (and the agency when applicable) is responsible for payment of all advertising to the publisher. The advertiser is responsible for payments not made by their agency. The content of the material is the sole responsibility of the advertiser and/or agency.

Deadlines

	Insertion Order Due	Artwork Due	Target Mail Date
Spring	1/25/09	2/1/09	3/1/09
Summer	4/25/09	5/1/09	6/1/09
Fall	7/25/09	8/1/09	9/1/09
Winter	10/25/09	11/1/09	12/1/09

Display Ad Specifications

Size	Black & White		4-Color Process	
	1X	4X	1X	4X
Full Page	\$875	\$744 ea.	\$1300	\$1170 ea.
1/2 Page	\$610	\$519 ea.	\$ 910	\$ 819 ea.
1/3 Page	\$438	\$373 ea.	\$ 650	\$ 585 ea.

Cover Positions (FULL PAGE 4-color process only)

	1X	4X
Inside Front	\$1700	\$1530 ea.
Inside Back	\$1700	\$1530 ea.
Back Cover	\$1950	\$1755 ea.

Dimensions

	Non-Bleed Ad	Bleed Ad
Full Page	7.5" w x 10" h	8.5" w x 11" h + 1/8" trim
1/2 Page	7.5" w x 4.75" h	8.5" w x 5.25" h + 1/8" trim
1/3 Page	2.333' w x 10" h	2.833' w x 11" h + 1/8" trim

Please e-mail all materials to linda@aparx.org

Contact Information

APA will accommodate specialty marketing needs including poly-wrap, ad inserts, BRC cards and Website advertising opportunities. For more information please contact:

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