

Editorial

Readers are drawn in by our unique, eye-catching designs, but it is our thought-provoking content—featuring compelling stories that are relevant to pharmacists' work and lives—that keeps them coming back to *The Pharmacist* again and again.

Circulation

The Pharmacist is mailed to **27,000** licensed pharmacists nationwide every month. Copies are delivered to pharmacists at their home addresses, as well as to directors and managers at hospital pharmacy departments, chains and independent pharmacies. Also, every school of pharmacy in the U.S. receives the publication each month. Additional copies are distributed at important conferences throughout the year.

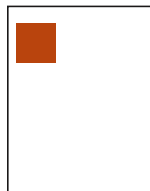
Online Edition

Every print ad that is run in *The Pharmacist* gets free exposure in the online edition, www.ThePharmacistDigital.com. Live links to e-mail addresses and websites make responding easy for prospective job applicants.

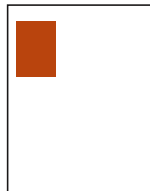
Advertising

Rates and Specifications:

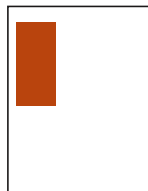
1/12
\$650
2 5/16 x 2 5/16



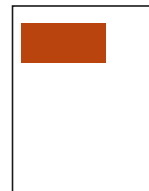
1/9
\$775
2 5/16 x 3 3/16



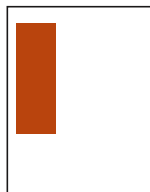
1/6V
\$925
2 5/16 x 4 13/16



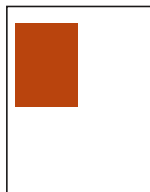
1/6H
\$925
4 7/8 x 2 5/16



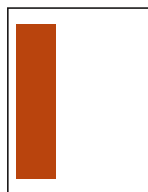
2/9
\$1,025
2 5/16 x 6 3/8



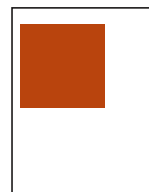
1/4
\$1,150
3 5/8 x 4 13/16



1/3V
\$1,325
2 5/16 x 9 3/4



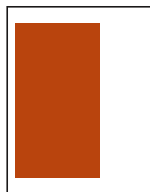
1/3H
\$1,325
4 7/8 x 4 13/16



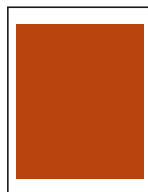
1/2
\$1,850
7 3/8 x 4 13/16



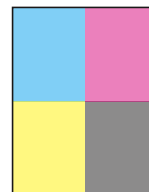
2/3
\$2,100
4 7/8 x 9 3/4



Full Page
\$2,750
7 3/8 x 9 3/4



4-Color Rates
1/2 to 1/3: additional \$900
1/2 to Full: additional \$1,200



Instructions to Advertisers:

Ads should be submitted electronically via e-mail or AdSEND, but they may also be faxed for typesetting, or sent via USPS or overnight mail:

E-mail: ads@therph.com
 AdSend: PAWCP
 Fax: 610-436-8820

The Pharmacist
 214 S. New Street
 West Chester, PA 19382
 Phone: 800-589-1631

Deadlines:

2009 Issue	Ad Deadline @ 5 p.m. Eastern	Bonus Distribution
January	December 18	
February	January 29	ASPEN
March	February 26	
April	March 26	APhA
May	April 30	
June	May 28	ASHP (Summer)
July	June 25	AACP
August	July 30	
September	August 27	
October	September 24	ACCP
November	October 29	ASCP
December	November 19	ASHP (Mid-Year)



Additional Specifications:

- Publication trim size: 8 3/8 x 10 7/8. Full Page Bleed dimensions: 9 3/8 x 11 7/8.
- Line screen: 150 on Lustrro Dull stock.
- Magazine prints to SWOP standards.
- Ads are preferred in PDF format and should be created in Apple Macintosh compatible software. Otherwise, save as EPS or TIFF at a minimum of 300 DPI with all fonts embedded or converted to outlines.
- Pagemaker and Freehand files are NOT accepted.
- All fonts, logos, and images MUST be supplied with ad. If fonts are not supplied, an attempt will be made to match them as closely as possible. Use only Type 1 or Adobe Type fonts.
- TrueType or Multiple Master fonts are NOT acceptable.
- All images should have a minimum of 300 DPI. Do NOT save images as JPEG.
- The Pharmacist will not be responsible for reproduction of artwork that does not meet these requirements.

Changes and Cancellations:

There is no charge for cancellation if cancellation occurs within two hours of placement. A charge of \$10 will apply to later cancellations. Minor alterations are gratis if made prior to deadline day. No changes or cancellations can be accepted on deadline day.

Terms:

Net cash 30 days. The Pharmacist reserves the right to require payment before acceptance of advertising.

Errors:

The Pharmacist is not responsible for errors when an ad is accepted by phone. Credit will be granted to advertisers for errors only when error would prevent applicant from contacting advertiser.

Frequency Discounts and Special Placement:

Contact the sales department at sales@therph.com or 1-800-589-1631 for rates.

Agency Discount:

Recognized advertising agencies receive discount of 15% gross billing, as long as payment is made within 30 days. **The Pharmacist** shall have the right to hold the advertiser and/or agency jointly and separately liable for such monies due and payable to **The Pharmacist** for advertising published that advertiser and/or agent ordered.

Production Services:

Available at a rate of \$25 per hour.

The Pharmacist retains the right to reject or terminate any advertisement at any time at its discretion.