

2020 Advertising Rate Card

Pharmacotherapy



Pharmacotherapy publishes comprehensive and authoritative evaluations of new drugs introduced in the United States at about the time they are marketed. The journal also systematically evaluates new uses for older drugs, reviews the drug treatment of selected diseases, reassesses older drugs and examines controversial topics in drug therapy. In addition, **Pharmacotherapy** also publishes original clinical research articles on all aspects of human pharmacology. The journal has a distinguished Editorial Board that represents most major medical and pharmacy disciplines. Readers are responsible for the selection and proper use of drugs in hospitals and have a major influence on drug education and use. Received by all ACCP members, the journal is the primary publication for The Society of Infectious Disease Pharmacists.

Advertising & Sales Office

Cunningham Associates, Inc.

180 Old Tappan Road, Old Tappan, NJ 07675

Jim Cunningham, Advertising Sales Executive

P: 201-767-4170 ~ F: 201-767-8065

E: jcunningham@cunnasso.com

Dave Surdel, Director – Reprint Sales, Americas

P: 781-388-8343 ~ E: commercialreprints@wiley.com

Kurt Polesky, Account Manager – Business Development

P: 781-388-8560 ~ E: kpolesky@wiley.com

Publisher & Editorial Office

Wiley

101 Station Landing, Suite 300, Medford, MA 02155

Meredith Krebs-Smith, Journal Publishing Manager

Circulation

Pharmacotherapy is available online to all 17,000+ members of the ACCP

Website Metrics: Average 34,700 unique visitors per month

Markets Served: Clinical pharmacists, clinical pharmacologists, practicing physicians, hospital pharmacies, and students.

Editorial Information

Editor: C. Lindsay DeVane, Pharm.D., FCCP, BCPP

2018 Impact Factor: 3.045

ISI Journal Citation Reports® Ranking: 2018: 97/267 (Pharmacology & Pharmacy)

Advertising Information

Connect with buyers and make a lasting impression. Wiley offers unique value to advertisers through print and online advertising opportunities. Contact your Wiley representative to learn how we can help you.

www.pharmacotherapy.org

Digital Advertising Opportunities

Banner Advertising

- Rates: \$70 US/\$65 Global CPM
- Leaderboards: 728 x 90 pixels, fixed or rotating
- MPU (square) 300 x 250 pixels, available on all website pages
- Include your URL with ad creative file
- Maximum size: 200 KB
- Accepted file formats: GIF, JPG, PNG and HTML5
- 3rd party tags and geotargeting accepted



Issue Alerts

Sent to opt-in subscribers, it is a preview of upcoming articles in a mobile friendly email. Four (4) positions are available in each issue.

- Rates: \$3,000 Top position/\$2,000 Middle position/\$1,000 Bottom position per deployment
- MPU (square): 300 x 250 pixels
- Include your URL with ad creative file
- Maximum size: 200 KB
- Accepted file formats: static GIF, JPG, and PNG
- No 3rd party tags accepted



For detailed digital specifications: <https://goo.gl/mQJHjV>

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Issuance & Closing Dates

Frequency: published online 12x per year

2020 Closing Dates:

Vol/Iss	Cover Date	Published Online
40:1	January	1/11/20
40:2	February	2/9/20
40:3	March	3/8/20
40:4	April	4/11/20
40:5	May	5/11/20
40:6	June	6/10/20
40:7	July	7/9/20
40:8	August	8/9/20
40:9	September	9/9/20
40:10	October	10/11/20
40:11	November	11/10/20
40:12	December	12/11/20

Contracts & Insertion Orders:

Cunningham Associates
Attn: Katie Tuzzolino
180 Old Tappan Rd, Old Tappan, NJ 07675
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Send digital advertising files to:

OnlineAdTraffic@wiley.com
Wiley
101 Station Landing, Suite 300, Medford, MA 02155

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