

NJPhA Advertising Rates 2016



Medium	Position	Details	Cost	Volume Discount
Journal Distribution: 1000 members Readership: Est. 3000 Frequency: Quarterly	Outside back cover	Full page color	\$1100	\$3600/ 4 issues
	Inside front/back cover	Full page color	\$900	\$3250/ 4 issues
	Inside	Full page B & W	\$700	\$2500/ 4 issues
	Inside	Half page B & W	\$550	\$2000/ 4 issues
	Inside	Quarter page B & W	\$450	\$1750/ 4 issues
Convention Program Distribution: At convention	Outside back cover	Full page color	\$900	N/A
	Inside front/back cover	Full page color	\$700	N/A
	Inside	Full page B & W	\$550	N/A
	Inside	Half page B & W	\$450	N/A
	Inside	Quarter page B & W	\$350	N/A
NJPhA Website	Front Page	Logo w/ link for 1 year	\$2400	N/A
	Front Page	Logo w/ link for 6 mon	\$1800	N/A
	Front Page	Logo for 1 year	\$1200	N/A
	Front Page	Logo for 6 mon	\$600	N/A
CE Messaging Distribution: 4000+ contacts Frequency: Weekly	Bottom of email blast	Logo with link	\$500	10% per 6 – 10 blasts 20% per 11 – 20 blasts 30% 21+ blasts
	Bottom of email blast	Logo	\$300	10% per 6 – 10 blasts 20% per 11 – 20 blasts 30% 21+ blasts

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Membership Messaging Distribution: 12,000 registered pharmacists Frequency: Quarterly	Bottom or sidebar of email blast	Logo with link	\$1500	20% for 4
	Bottom or sidebar of email blast	Logo	\$1000	20% for 4