

# Tennessee Pharmacists Association

500 Church St., Ste. 650, Nashville, TN 37219 • 615-256-3023 • 615-255-3528 fax • tpa@tnpharm.org • www.tnpharm.org

## 2010 Advertising Rates

### Tennessee Pharmacist ("Journal")

Frequency Quarterly  
Pages 36  
Circulation 2,800 delivered in print

<u>DISPLAY AD RATES*</u>	1 time	4 times
Back Cover - Full Color**	\$1,000	\$800
Full Page - Full Color	\$1,000	\$800
Back cover - B/W	\$450	\$350
Full Page - B/W	\$450	\$350
1/2 Page - B/W	\$310	\$250
1/4 Page - B/W	\$275	\$220

### SUBMISSION DEADLINES

August 1 • November 1 • February 1 • May 1

### Tennessee Pharmacist **NEWStream**

Frequency Varied; please call.  
Pages 12-24  
Circulation 2,800  
(electronic & print)

### DISPLAY AD RATES per issue (black & white only)

Full Page	\$370
1/2 Page	\$260
1/4 Page	\$190

### SUBMISSION DEADLINES

Varied; please call.

DISPLAY AD  
SPECS  
and  
CLASSIFIED  
AD RATES  
for both  
publications  
are outlined  
below.

**The following information applies to BOTH publications above:**

### DISPLAY ADS

#### DISPLAY AD PRINT AREAS\*

	<u>Vertical</u>	<u>Horizontal</u>
Back Cover**	7½" x 8½"	
Full Page	7½" x 10"	
1/2 Page	3⅝" x 10"	7½" x 5"
1/4 Page	3⅝" x 5"	7½" x 2½"

#### FILE FORMATS ACCEPTED FOR SUBMISSION\*

PDF • TIFF • EPS • JPEG

Files should be submitted in high resolution.

#### INCENTIVE

With placement of a display ad in the *Tennessee Pharmacist*, receive a 25% discount on placement of the same ad in one issue of the *NEWStream* published in the same quarter.

#### COMMISSION

Agencies are allowed 15% commission on display ads, when paid within 30 days of invoice.

### CLASSIFIED ADS

#### CLASSIFIED AD RATES PER ISSUE

	<u>Nonmembers</u>	<u>Members</u>
Up to 50 words	\$50	No Charge
51-75 words	\$75	\$25
76-100 words	\$100	\$50

To qualify for **Members'** rates on Classified Ads, 1) the ad must be placed by a TPA member for non-commercial purposes, OR 2) a TPA member must own the entity for which the ad is placed.

#### **\*ASK US!**

**Don't see what you need?** Please contact the Tennessee Pharmacists Association (615-256-3023 or tpa@tnpharm.org) if you are interested in these or other options:

- **Bleeds**
- **Inserts**
- **Negatives**
- **Camera-ready art**
- **Additional file formats**
- **Additional volume discounts**

**TPA Website: [www.tnpharm.org](http://www.tnpharm.org)** To advertise position openings on TPA's Employment page ([www.tnpharm.org/Employment/employment.html](http://www.tnpharm.org/Employment/employment.html)) for 30 days, rates are \$50 for up to 50 words, \$75 for 51-75 words, \$100 for 76-100 words, etc. We'll include your logo, if received as a separate .gif, .jpg, or .png file, as well as a link to your website and/or email address. Ads can usually be posted within one business day of receipt.

PRICING, BILLING, AND ADVERTISING COMMITMENTS are separate for each advertising venue. Please provide separate requests or insertion orders for each.

#### DIRECT AD SUBMISSIONS AND QUESTIONS TO:

Julie Schuffman, Managing Editor: [julie@tnpharm.org](mailto:julie@tnpharm.org) • 615-256-3023 voice • 615-255-3528 fax