

# Tennessee Pharmacists Association

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

## 2008 Advertising Rates

Thank you for your interest in advertising with the Tennessee Pharmacists Association! We offer advertising opportunities in two publications, the *Tennessee Pharmacist* and the *Tennessee Pharmacist NEWStream*. **If you have questions, please contact us at 615-256-3023 or tpa@tnpharm.org.**

### • Tennessee Pharmacist (“Journal”)

Frequency Quarterly  
Pages 36  
Circulation 2,800 delivered in print

#### DISPLAY AD RATES (black and white\*)

	<u>1 time</u>	<u>4 times*</u>
Full Page	\$450	\$350
1/2 Page	\$310	\$250
1/4 Page	\$275	\$220

#### SUBMISSION DEADLINES

August 1 • November 1 • February 1 • May 1

#### DIRECT AD SUBMISSIONS AND QUESTIONS TO:

Marcia Williams, Managing Editor  
tpapubs@aol.com  
615-361-1945 voice and fax

### • Tennessee Pharmacist NEWStream

Frequency 10-12 Issues Annually  
Pages 12-24  
Circulation 2,800 (electronic and print)

#### DISPLAY AD RATES (black and white\*)

	<u>1 time</u>	<u>6 times*</u>
Full Page	\$370	\$295
1/2 Page	\$260	\$210
1/4 Page	\$190	\$150

#### SUBMISSION DEADLINES

10th of each month

#### DIRECT AD SUBMISSIONS AND QUESTIONS TO:

Julie Schuffman, Managing Editor  
julie@tnpharm.org  
615-256-3023 voice 615-255-3528 fax

## The following information applies to BOTH publications:

### DISPLAY ADS

#### DISPLAY AD PRINT AREAS\*

	<u>Vertical</u>	<u>Horizontal</u>
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:

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

PRICING, BILLING, AND ADVERTISING COMMITMENTS are separate for each publication.

**Please submit separate insertion orders for each.**