



Tennessee Pharmacists Association

www.tnpharm.org
tpa@tnpharm.org

500 Church Street, Suite 650
Nashville, Tennessee 37219

Tel (615) 256-3023
Fax (615) 255-3528

ADVERTISING INFORMATION

PRINT

Tennessee Pharmacist ("Journal")

Frequency 2 issues annually
Pages 20-36
Circulation 3,000

DISPLAY ADS - FULL COLOR

RATES	1 Issue	2 Consecutive Issues
Back Cover	\$1,000	\$800 per issue
Full Page	\$1,000	\$800 per issue
1/2 Page	\$675	\$550 per issue
1/4 Page	\$500	\$400 per issue

SUBMISSION DEADLINE

May 1
November 1

PUBLICATION

June
December

DISPLAY AD PRINT AREAS

	Vertical	Horizontal
Back Cover	7½" x 7"	
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 • PNG
Files should be submitted in high resolution.

COMMISSION

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

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

PLEASE DIRECT

AD SUBMISSIONS AND QUESTIONS

to
Julie Schuffman
Communications Director
julie@tnpharm.org
615-256-3023 voice
615-255-3528 fax

ELECTRONIC

Tennessee Pharmacist NEWStream

Sample: bit.ly/newstream-may17

ANNUAL RATE: \$2,500
Frequency 12-24 per year
Circulation 3,000
Ad Graphics Accepted: PNG, JPG
Graphic Size 200px (w) x 125 px (h)

The *Tennessee Pharmacist NEWStream*, TPA's electronic-only newsletter, is emailed to all TPA members. The graphic you provide for your ad will appear on the front page of the *NEWStream* and will link to the web page or email address you provide.

ELECTRONIC

TPA Website – Home Page

www.tnpharm.org

ANNUAL RATE: \$2,500
Ad Graphics Accepted: PNG, JPG
Graphic Size 200px (w) x 125 px (h)

The graphic you provide for your ad will slide across the screen with other ads on the home page of the TPA website. Your ad will link to the web page or email address you provide. Ads will run continuously for 12 months.

ELECTRONIC

TPA Website – Employment Page

www.tnpharm.org/employment

To advertise position openings on TPA's Employment page 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 .png, .jpg, or .gif file, as well as a link to your website and/or email address. Ads can usually be posted within one business day of receipt. **TPA members** who own the entity for which they are advertising may place ads free of charge up to 400 words.

Tennessee Pharmacists Association

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

2015 Advertising Information

PRINT

Tennessee Pharmacist ("Journal")

Frequency 2 to 4 times annually
Pages 20-36
Circulation 3,000

DISPLAY ADS

<u>DISPLAY AD RATES*</u>	<u>1 time</u>	<u>4 times</u>
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

Please call for upcoming deadlines.

DISPLAY AD PRINT AREAS*

	<u>Vertical</u>	<u>Horizontal</u>
Back Cover**	7½" x 7"	
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.

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 for print advertising:

- **Color** • **Bleeds** • **Camera-ready art**
- **Inserts** • **Additional volume discounts**

ELECTRONIC

Tennessee Pharmacist NEWStream

Sample: <http://tinyurl.com/bfudnfx>

Frequency 12-24 per year
Submission Deadlines Varied; please call
Circulation 3,000
Ad Graphics Accepted:
Formats GIF, JPG, PNG
Maximum Filesize 40k

Now an electronic-only publication, the *Tennessee Pharmacist NEWStream* is emailed to all TPA members. The graphic you provide for your ad will appear on the front page of the *NEWStream* and will link to your website or email address. Please call 615-256-3023 for rate information.

ELECTRONIC

TPA Website - Employment Page

Visit www.tnpharm.org and click *Employment* in the lefthand menu.

To advertise position openings on TPA's Employment page 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 vehicle. Please provide separate requests or insertion orders for each.

PLEASE DIRECT AD SUBMISSIONS AND QUESTIONS

to

Julie Schuffman, Managing Editor
julie@tnpharm.org
615-256-3023 voice
615-255-3528 fax
TPA, 500 Church Street, Suite 650
Nashville, TN 37219

Tennessee Pharmacists Association

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

2014 Advertising Information

PRINT

Tennessee Pharmacist ("Journal")

Frequency	Quarterly
Pages	32
Circulation	3,000

DISPLAY ADS

<u>DISPLAY AD RATES*</u>	<u>1 time</u>	<u>4 times</u>
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

DISPLAY AD PRINT AREAS*

	<u>Vertical</u>	<u>Horizontal</u>
Back Cover**	7½" x 7"	
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.

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 for print advertising:

- **Bleeds**
- **Inserts**
- **Camera-ready art**
- **Additional volume discounts**

ELECTRONIC

Tennessee Pharmacist **NEWStream**

Sample: <http://tinyurl.com/bfudnfx>

Frequency	3-6 per year
Submission Deadlines	Varied; please call
Circulation	3,000
Ad Graphics Accepted:	
Formats	GIF, JPG, PNG
Maximum Filesize	40k

Now an electronic-only publication, the *Tennessee Pharmacist NEWStream* is emailed to all TPA members. The graphic you provide for your ad will appear on the front page of the *NEWStream* and will link to your website or email address. Please call 615-256-3023 for rate information.

ELECTRONIC

TPA Website - Employment Page

Visit www.tnpharm.org and click *Employment* in the lefthand menu.

To advertise position openings on TPA's Employment page 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 vehicle. Please provide separate requests or insertion orders for each.

PLEASE DIRECT AD SUBMISSIONS AND QUESTIONS

to

Julie Schuffman, Managing Editor
julie@tnpharm.org
615-256-3023 voice
615-255-3528 fax
TPA, 500 Church Street, Suite 650
Nashville, TN 37219

Tennessee Pharmacists Association

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

2013 Advertising Information

PRINT

Tennessee Pharmacist ("Journal")

Frequency	Quarterly
Pages	32
Circulation	3,000

DISPLAY ADS

<u>DISPLAY AD RATES*</u>	<u>1 time</u>	<u>4 times</u>
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

DISPLAY AD PRINT AREAS*

	<u>Vertical</u>	<u>Horizontal</u>
Back Cover**	7½" x 7"	
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.

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 for print advertising:

- **Bleeds**
- **Inserts**
- **Camera-ready art**
- **Additional volume discounts**

ELECTRONIC

Tennessee Pharmacist **NEWStream**

Sample: <http://tinyurl.com/bfudnfx>

Frequency	3-6 per year
Submission Deadlines	Varied; please call
Circulation	3,000
Ad Graphics Accepted:	
Formats	GIF, JPG, PNG
Maximum Filesize	40k

Now an electronic-only publication, the *Tennessee Pharmacist NEWStream* is emailed to all TPA members. The graphic you provide for your ad will appear on the front page of the *NEWStream* and will link to your website or email address. Please call 615-256-3023 for rate information.

ELECTRONIC

TPA Website - Employment Page

Visit www.tnpharm.org and click *Employment* in the lefthand menu.

To advertise position openings on TPA's Employment page 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 vehicle. Please provide separate requests or insertion orders for each.

PLEASE DIRECT AD SUBMISSIONS AND QUESTIONS

to

Julie Schuffman, Managing Editor
julie@tnpharm.org
615-256-3023 voice
615-255-3528 fax
TPA, 500 Church Street, Suite 650
Nashville, TN 37219

Tennessee Pharmacists Association

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

2012 Advertising Information

PRINT

Tennessee Pharmacist ("Journal")

Frequency	Quarterly
Pages	32
Circulation	3,000

DISPLAY ADS

<u>DISPLAY AD RATES*</u>	<u>1 time</u>	<u>4 times</u>
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

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.

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 for print advertising:

- **Bleeds**
- **Inserts**
- **Camera-ready art**
- **Additional volume discounts**

ELECTRONIC

Tennessee Pharmacist **NEWStream**

Sample: <http://tinyurl.com/77ba8g6>

Frequency	4-6 per year
Submission Deadlines	Varied; please call
Circulation	3,000
Ad Graphics Accepted:	
Formats	GIF, JPG, PNG
Maximum Filesize	40k

Now an electronic-only publication, the *Tennessee Pharmacist NEWStream* is emailed to all TPA members. The graphic you provide for your ad will appear on the front page of the *NEWStream* and will link to your website or email address. Please call 615-256-3023 for rate information.

ELECTRONIC

TPA Website - Employment Page

Visit www.tnpharm.org and click Employment in lefthand menu.

To advertise position openings on TPA's Employment page 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 vehicle. Please provide separate requests or insertion orders for each.

PLEASE DIRECT AD SUBMISSIONS AND QUESTIONS

to

Julie Schuffman, Managing Editor
julie@tnpharm.org
615-256-3023 voice
615-255-3528 fax
TPA, 500 Church Street, Suite 650
Nashville, TN 37219

Tennessee Pharmacists Association

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

2011 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

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

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.

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 To advertise position openings on TPA's Employment page (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 • 615-256-3023 voice • 615-255-3528 fax

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

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

<u>DISPLAY AD RATES*</u>	<u>1 time</u>	<u>4 times</u>
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 8-12 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>
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**
- **Other volume discounts**

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

Please submit separate insertion orders for each.

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.

Tennessee Pharmacists Association

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

2006 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*, as well as on our website. **If you have questions, please contact us at 615-256-3023 or tpa@tnpharm.org.**

• Tennessee Pharmacist

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 10 • November 10 • February 10 • May 10

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

The following information applies to BOTH publications:

DISPLAY ADS

PRINT AREA*

	<u>Vertical</u>	<u>Horizontal</u>
Full Page	7½" x 10"	
1/2 Page	3¼" x 10"	7" x 5"
1/4 Page	3¼" x 5"	7" x 2½"

FILE FORMATS ACCEPTED FOR SUBMISSION*

PDF • TIFF • EPS • JPEG (high resolution)

INCENTIVES

- 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 during the same quarter.
- With placement of a display ad in the *Tennessee Pharmacist* or the *Tennessee Pharmacist NEWStream*, receive an ad on the Employment page of our website, with your logo and a link to your website, FREE for one month.

COMMISSION

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

*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**

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

WEBSITE ADS

EMPLOYMENT PAGE AD RATES PER MONTH

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

Website ads include your company logo (if provided in a JPEG or GIF file) and a link to your website.

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

Pricing, billing and advertising commitments are separate for each venue. Please submit separate insertion orders for each publication title and for the website.