



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	<u>1 Issue</u>	<u>2 Consecutive Issues</u>
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

	<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

PNG • JPEG • PDF • EPS • TIFF
Files should be submitted in high resolution.

COMMISSION

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

Please note that pricing and billing are separate for each advertising vehicle. Payment may be made by credit card in advance, or we will invoice you, if you prefer.

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-march2018

ANNUAL RATE: \$2,500
Frequency 12-24 per year
Circulation 3,000
Ad Graphics Accepted: PNG, JPG
Graphic Size 160px (w) x 70 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.