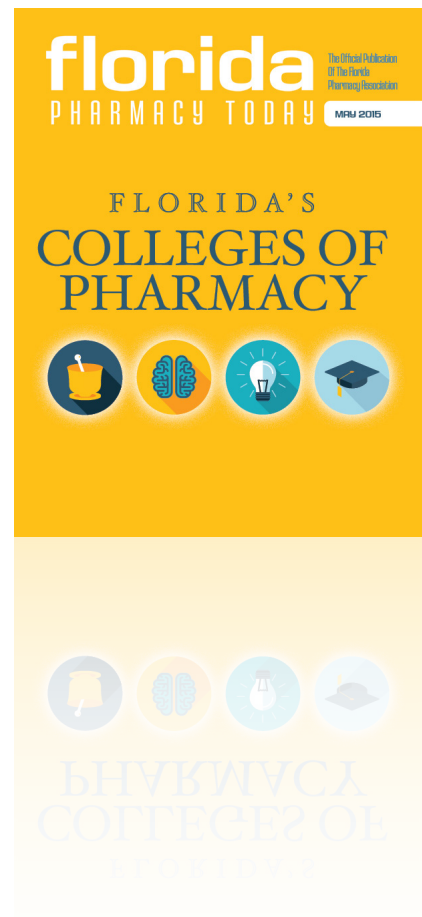


# florida

PHARMACY TODAY

## RATE CARD



**Florida Pharmacy Today** is the official publication of the Florida Pharmacy Association (FPA). The journal is published monthly and is available online to FPA members.

# florida

## PHARMACY TODAY

### CIRCULATION

The **Florida Pharmacy Today** is published monthly and is available online as a member benefit to more than 3,000 Florida pharmacists, pharmacy technicians, pharmacy students and others with an interest in the business and profession of pharmacy. FPA membership is represented by professionals at independent pharmacies, chain pharmacies and hospitals as well as those in pharmacy consulting, compounding, clinical and specialty pharmacy practice, academia, government service, long term and managed care.

**Florida Pharmacy Today** is a peer-reviewed journal that serves as a primary form of communication between the Florida Pharmacy Association and its members. *Florida Pharmacy Today* is the medium through which members and leadership of the FPA can communicate on advances in the sciences of pharmacy, socio-economic issues bearing on pharmacy and newsworthy items of interest to the profession. Articles include peer-reviewed studies as well as student, member and leadership perspectives on current topics, as well as important information on association events, programming and continuing education opportunities. The journal solicits and accepts advertising congruent with its expressed mission.

### SPECIAL ISSUES:

**March:** Legislative Preview

**May:** Convention Issue | Florida COP Highlight

**July:** Association Handbook

**September:** Convention Awards Issue

### FEATURES

**PRESIDENT'S VIEWPOINT** is authored monthly by the volunteer president of the FPA during their one-year term. This viewpoint provides insight into a range of relevant subjects related to the varying challenges of and changes to pharmacy practice from the perspective of an active pharmacist and member of the association.

**EXECUTIVE INSIGHT** is authored by the FPA Executive Vice President/CEO and provides members with an outlook on regulatory and political issues, new product applications and other information useful in leadership and advocacy of the association and profession at state and national levels.

**CALENDAR** is a ready reference tool for the professional pharmacist, listing important events such as continuing education conferences, state and national meetings, industry trade show dates and other pertinent events.

**LETTERS TO THE EDITOR** allows pharmacists from around the state to write in about their thoughts on current issues and past editorial.

In addition to these well-read features, *Florida Pharmacy Today* offers a number of special features and news sections that appeal to members of the pharmacy profession, including FPA highlights, pharmacy updates and pharmacy news

Call **(850) 668-0510** for more information.

## MECHANICAL REQUIREMENTS

### ADVERTISEMENTS

All ads should be submitted as high-resolution .pdf files. For information on other acceptable file formats, contact Dave Fiore at [dfiore@fiorecommunications.com](mailto:dfiore@fiorecommunications.com).

SIZE	Width	Depth
Full page ad (w/bleed)	8.75"	11.25"
Half page horizontal	7.5"	4.875"
Half page vertical	5"	7.5"
Two-thirds page	5"	10"
One-thirds page vertical	2.3"	10"
Quarter page	3.625"	4.875"

Type and essential material must be 1/4 inch from trim size on any bleed ad.

### ADDRESS

#### Insertion orders/payments:

Florida Pharmacy Today, P.O. Box 16136, Tallahassee, FL 32317

#### Send materials to:

[dave@fiorecommunications.com](mailto:dave@fiorecommunications.com)

#### For preprinted inserts:

Call (850) 668-0510 to make arrangements to send directly to printer.

### POLICIES

Advertising must be inserted within one year of the first insertion to earn frequency discount rates. If the number of insertions is not specified on order or contract, each insertion will be billed at the one-time rate until a frequency rate is earned. Advertising ordered at a frequency discount rate that is not earned within one year from the first insertion will be billed at the earned rate ("short rated").

The advertiser, as well as the agency, is responsible for the payment of all advertising to the publisher. The advertiser is responsible for ads not paid for by their agency. Mixed sizes of ads in campaign are acceptable. No cash rebates will be made.

### AGENCY COMMISSIONS

Agency commission is allowed at 15 percent on space and color and is paid to recognized advertising agencies. Production charges are not commissionable.

### COPY ACCEPTANCE

Florida Pharmacy Today reserves the right to reject any advertising considered by management to be objectionable as to wording or appearance. Florida Pharmacy Today also reserve the right to place the word "advertisement" on any ad which it may believe to resemble editorial material. A sponsorship contract for department pages does not in any way imply an opportunity to influence editorial.

### TERMS

All payments are due 30 days after date of invoice. Past due invoices are subject to a 1/2 percent per month service charge.

### ADVERTISING RESPONSIBILITY

All advertisements are accepted and published upon the representation that the advertiser and agency, if one, is/are authorized to publish the entire contents and subject matter thereof.

In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and agency, if one, will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and/or copyright infringement.

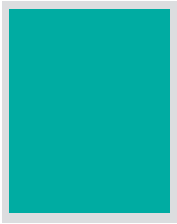
The Publisher is not responsible for any errors in key numbers. Any required modification of copy submitted as camera ready will be charged to the advertiser.

Call **(850) 668-0510** for more information.

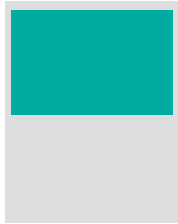
# florida

PHARMACY TODAY

## FLORIDA PHARMACY TODAY ADVERTISING RATES



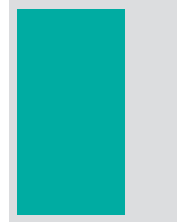
Full Page



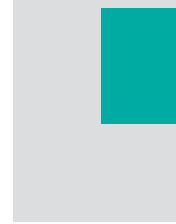
1/2 Page (Horiz.)



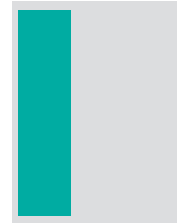
1/2 Page (Vert.)



2/3 Page



1/4 Page



1/3 Page

*See previous page for actual size specifications.*

## RATES & FREQUENCY

The rates included here are for ads, placed in space available. Florida state sales tax will be applied if applicable. The prices contained in this rate sheet are firm for a signed contract period only, subject to change upon renewal. Multiple insertion rates apply within one year from the date of the first insertion, and must be designated on the original insertion order/contract.

**For current rate information, contact Dave Fiore at [dave@fiorecommunications.com](mailto:dave@fiorecommunications.com) or 850.668.0510.**

## AGENCY COMMISSIONS

All prices listed are gross.

Agency Discount: 15%

## TERMS

All payments are due 30 days after date of invoice.

Professional Referrals must be paid in advance.

## DEADLINES

### Insertion order deadline:

Must be in the FPT office by the 15th of the month preceding publication.

### Materials deadline:

All ads must be in the FPT office no later than the 20th of each month preceding the month of publication. Please email all materials to [dave@fiorecommunications.com](mailto:dave@fiorecommunications.com)

## BUYER'S GUIDE

In addition to advertising in the magazine, your company will be listed in the Buyers' Guide if you advertise three or more times throughout the calendar year.

Call **(850) 668-0510** for more information.