



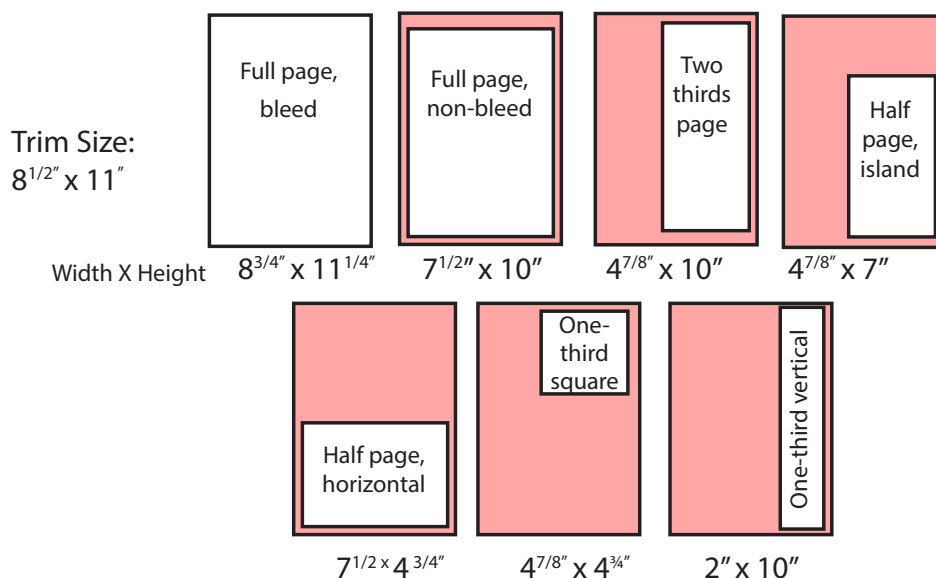
# Texas Pharmacy Advertising

## Print Advertising in Texas Pharmacy Magazine

Ad size	Cost for	1 times	2 times	3 times	4 times
Full page		\$1,375	\$1,275	\$1,200	\$1,150
Full page Back Cover		\$2,000	\$1,900	\$1,825	\$1,750
Full page Inside Cover		\$1,750	\$1,675	\$1,600	\$1,550
Full page Fly Sheet		\$1,550	\$1,475	\$1,400	\$1,350
Two-thirds page		\$1,100	\$1,050	\$1,000	\$ 950
Half page		\$ 925	\$ 900	\$ 875	\$ 850
One-third page		\$ 775	\$ 750	\$ 725	\$ 700

**Publication:** Texas Pharmacy is a quarterly magazine, published in January, March, June, and October.  
**Deadline** for camera-ready art is the 1<sup>st</sup> of each month one month prior to the month of publication.

### Ad Sizes



## Online Advertising at [www.texaspharmacy.org](http://www.texaspharmacy.org)

### Website Advertising

#### Ad Size In Pixels

Banner ad 728 x 90 .....	6 Months-\$1,200	(\$200 per month)
Box ad 345 X 230 .....	12 Months-\$2,000	(\$166 per month)

### Texas Pharmacy Today Weekly E-newsletter

#### Ad Size In Pixels

Banner 728 x 90.....	6 Months-\$2,100	(\$350 per month)
Banner 728 x 90.....	12 Months-\$3,600	(\$300 per month)
Skyscraper 160 x 600.....	6 Months-\$2,100	(\$350 per month)
Skyscraper 160 x 600.....	12 Months-\$3,600	(\$300 per month)

# Texas Pharmacy Association

## Advertising Terms and Conditions

I, \_\_\_\_\_ the undersigned (Advertiser), agree to the following terms and conditions for advertising in Texas Pharmacy Magazine:

- 1. Production:** Advertisers must supply complete electronic files to TPA for quality printing. Adobe Acrobat PDFs are the preferred format. TPA will also accept files via FTP or USB flash drive. TPA cannot guarantee correct publication if the ad has not been properly prepared for pre-press.
- 2. Content:** Advertisers are responsible for the content of their ads; however TPA reserves the right to reject any ad deemed unsuitable. TPA will not be held accountable for any expense or loss resulting from ad publication.
- 3. Positioning/page request:** Positioning of advertisements is at the discretion of the publisher (TPA) unless otherwise agreed upon in writing, prior to publication.
- 4. Frequency:** Texas Pharmacy is published four times a year: March; June; September; and December. Advertisers may contract to run their ads either annually, three times a year, two times, or as a single insertion, according to the rates published in the TPA ad rate sheet. Ads for advertisers on a two or three-times-a-year contract will run in consecutive issues unless otherwise stipulated by advertiser. *Advertisers on an annual contract will automatically be continued from one year to the next, unless notice is received 60 days prior to publication of the next issue.*
- 5. Billing:** All advertisers will be billed immediately upon publication of the Texas Pharmacy, and must pay invoice amount within 30 days.

Advertiser's Signature \_\_\_\_\_

Date \_\_\_\_\_

Printed Name, \_\_\_\_\_

Company \_\_\_\_\_

Title: \_\_\_\_\_



Texas Pharmacy Association • 3200 Steck Avenue Ste. 370 • Austin, TX 78757  
(512) 615-9169 • Fax (512) 836-0308 • Email lgoerlitz@texaspharmacy.org

# TPA Ad Insertion Form

## I'd like to advertise:

In *Texas Pharmacy Magazine*     In *Texas Pharmacy Today weekly e-newsletter*     On the TPA website

Company name: \_\_\_\_\_

Person placing ad: \_\_\_\_\_

Phone : \_\_\_\_\_ Fax : \_\_\_\_\_

## Size of Ad

Full page                       Half page horizontal                       Half page vertical  
 One-third page square     Half page vertical                       Two-thirds page

## Premium Placement:\*

Back cover     Inside back cover     Inside front cover     Fly sheet \* If available

## Frequency:

Quarterly (four times)     Three times     Two times     One time

Price per insertion (per advertising rates): \$ \_\_\_\_\_

## Texas Pharmacy Today Weekly e-newsletter

Banner ad 6 months     Banner ad 12 months     Skyscraper ad 6 months     Skyscraper ad 6 months

## Website Advertising

Banner ad 6 Months     Banner ad 12 Months     Box ad 6 Months                       Box ad 12 Months

Advertising Total: \$ \_\_\_\_\_

## Payment information:

- Please invoice for each ad, net due within 30 days.
- Check for advertising enclosed.
- Charge each insertion to credit card listed.

Credit Card No: \_\_\_\_\_

Name on card: \_\_\_\_\_ Expiration date: \_\_\_\_\_ Code \_\_\_\_\_

Advertiser's signature: \_\_\_\_\_