THE CONSULTANT PHARMACIST
EXPERTS IN GERIATRIC MEDICATION MANAGEMENT.
IMPROVING THE LIVES OF SENIORS.

2017 INTEGRATED MEDIA KIT

THE CONSULTANT PHARMACIST
Peer Reviewed Journal

ASCP NOW
Electronic Newsletter

ASCP NATIONAL MEETING
Program Book

ASCP.com
Online Advertising
What is a Consultant Pharmacist?

**Consultant Pharmacists** are defined by their common commitment to enhance the quality of care for all older persons through the appropriate use of medication and promotion of healthy aging.

A "consultant" or "senior care" pharmacist is a medication therapy management expert who provides advice on the use of medications by older adults whether they live in the community or in long-term care facilities.

**How can a consultant pharmacist help?**

A consultant pharmacist can:

- Identify medication-related problems that can cause, aggravate, or contribute to common geriatric problems
- Make it easier for seniors to take their medication properly by labeling, packaging, and organizing prescription drugs better
- Understand the role of the caregiver, the financial challenges that seniors can face, and the importance of choosing appropriate care
- Advocate healthy living and disease prevention for seniors

Consultant Pharmacists practice in a wide variety of settings, including:

- Nursing homes
- Subacute care
- Assisted living facilities
- Retail pharmacies
- Psychiatric hospitals, prisons, and surgi-centers
- Hospice programs
- In home and community-based care

ASCP members work not only in a variety of settings, but also in various business models. While some work for facilities, group purchasing organizations, and pharmaceutical companies, many are independent business owners who operate their own consulting practices.

**The Consultant Pharmacist** is the only journal dedicated to providing vital practice information for these innovative professionals specializing in long-term and senior care pharmacy.

The American Society of Consultant Pharmacists (ASCP) is the international professional association representing consultant and senior care pharmacists, providing leadership, education, advocacy, and resources to advance the practice of senior care pharmacy.

ASCP provides leadership, education, advocacy, and resources to advance the practice of senior care pharmacy. ASCP was founded in 1969 to represent the interests of its members and promote safe and effective medication therapy for the nation’s seniors. The organization has grown dramatically over the past quarter century and its membership continues to diversify. ASCP has numerous chapters and affiliate organizations across the USA and Canada. ASCP’s membership is located in all 50 states, Puerto Rico and 18 countries.

Learn more at [www.ascp.com](http://www.ascp.com)
The Consultant Pharmacist® is ASCP’s award-winning journal, devoted exclusively to vital, timely information related to the practice of geriatric medication management. The journal is overseen by an editorial board, and submissions go through a rigorous review procedure, which ensures that articles published meet the highest standards for senior care pharmacy practice. All members of ASCP receive the journal.

Indexing by the National Library of Medicine and MEDLINE establishes The Consultant Pharmacist® as a top biomedical journal and one that can be accessed by researchers and health professionals internationally.

✓ An overwhelming number—more than 75%—of readers in a 2015 study read some of the ads in The Consultant Pharmacist.*

✓ 43% thought the ads were helpful

✓ 64% said they took some action after reading an advertisement, whether discussing it with a colleague, actually buying the product, or making recommendations to a physician.

✓ Half or more of the respondents usually recommend a drug for diabetes, depression, hypertension and GERD/peptic ulcer, anxiety, lipid disorders, and COPD.

✓ 64% were interested or very interested in industry-sponsored updates on new medications.

✓ Print is the most important overall mode of access to The Consultant Pharmacist: 73% of members find print important.

✓ Of the top 10 pharmacy journals, The Consultant Pharmacist was the standout: it was read by 76% of members and 42% of nonmembers.

*Readership survey report for The Consultant Pharmacist, October 20, 2015, Kaufman Willis Fusting & Company

Sections of The Consultant Pharmacist®

Clinical Reviews: Literature reviews on a particular disease or condition. Focuses on diagnosis, treatment, and prevention.

Research and Reports: Manuscripts containing original data from research regarding healthcare concerns of older adults.

Clinical Notes: Short case reports of previously unknown adverse drug reactions or other clinical experiences related to drug therapy.

Case Studies: Discussion of complex or multifaceted patient problems including identifying and resolving complicated medication related problems.

Student Forum: Short clinical articles on timely and interesting topics with specific relevance to medication use in the elderly.

Consultant Pharmacist Forum: Commentaries on contemporary topics by pharmacists and other healthcare professionals who are caring for older individuals.

Policy Currents: Analysis of government affairs issues relevant to pharmacy practice.

In Practice: Cutting-edge information on trending topics and emerging issues.

In Business: Feature articles on how to improve business practices, including health trends and tips.

All sections are not in every issue.

Contact John Loughran at 215-292-4112 jloughran@tripletthreatmedia.com
Monthly circulation: 8,000
Issues: January - December 2017

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Agency Discount: 15%. All rates noted are gross.

**Black & White Pages**  $4,017/page
Full page, non-premium positions. Please Note: Counted toward frequency discounts at a 2:1 formula.

**Premium Positions**
Positions may be requested opposite any regular column or feature within the journal, except where the advertiser’s product or service directly relates to the editorial matter discussed.
- Cover 4: Earned B&W rate plus 50%
- Cover 2: Earned B&W rate plus 25%
- Opposite TOC: Earned B&W rate plus 15%

**Special Meeting Issue with Bonus Circulation**
The October 2017 issue is our special meeting issue with bonus distribution at the 2017 Annual Meeting.

**ASCP Corporate Partnership Benefits**
Many of ASCP’s Corporate Partners are eligible for additional benefits and special pricing. Corporate partners should inquire with your advertising representative.

**Mail Dates**
Issues are typically mailed on the 10th of each month of issue.

**Advertising Deadlines**

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<th>Issue</th>
<th>Space Close</th>
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<tr>
<td>January</td>
<td>12/7/16</td>
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**Publisher’s Protective Clause**
The publisher reserves the unrestricted right to accept or reject any advertising. Advertisers and advertising agencies assume liability for all content of their advertisement and assume responsibility for any claims arising from such advertisement that may be brought against the American Society of Consultant Pharmacists. If The Consultant Pharmacist unintentionally or inadvertently fails to publish an advertisement, the insertion order is invalidated; the earned frequency discount will not be affected.

Payment must be made within 30 days of invoice date. Recognized advertising agencies will receive a 15% commission on gross rate. Invoices not paid within 60 days forfeit commission. There is no cash discount. Any discrepancies must be submitted in writing to ASCP within 20 days of receipt of invoice in order for adjustments to be considered. ASCP reserves the right to require prepayment on accounts that have invoices outstanding of 90 days or more.

Cancellation of Advertising: No cancellations will be accepted after closing dates. All cancellations prior to closing must be made in writing.

**Digital Advertisement Submission Requirements**
Materials for publication must be submitted as high-resolution, press-ready PDF files (XLA compliant). Native files are not accepted. Files must be set up for trim size and allow for bleed. Files may be supplied on CD or DVD. Art must be CMYK and scanned at 300 DPI. Match print with SWOP-standard color bars required.

**Trim Size:** 8-1/8” x 10-7/8”

**Insert Requirements**
Surcharge for Inserts: $300 non-commissionable production and handling charge.

Trimming: All inserts jog to the head. Allow 1/8” margin for live matter on all edges. Keep live type 3/8” from top, bottom, and outside edges and 5/8” from binding edge.


Quantity: 8,500

BRCs: Should measure minimum 4-1/16” x 4”.

Contact [John Loughran](mailto:jloughran@triplethreatmedia.com) at 215-292-4112 or visit [triplethreatmedia.com](http://triplethreatmedia.com) for more information.

**Binding:** Perfect Bound

**Ship Supplied Inserts:**
Dartmouth Printing Company, Attn: Dale Ricker
69 Lynne Road, Hanover, NH 03755
Phone: 603-653-7263

**Send all ad materials to:**
Patti Thompson, Production Manager
1321 Duke Street | Alexandria, VA 22314-3563
Phone: 703-739-1316 x135   Fax: 703-739-1321
Email: pthompson@ascp.com
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<tr>
<th>Month</th>
<th>Conference Tie-Ins</th>
<th>Clinical Theme</th>
<th>Bonus Distribution</th>
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<tr>
<td>February 2017</td>
<td>ASCP Annual Meeting Conference Wrap Up included in issue</td>
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<tr>
<td>March 2017</td>
<td>ASCP Forum Conference Promo included in issue</td>
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<tr>
<td>April 2017</td>
<td><strong>Official ASCP Forum Issue</strong></td>
<td><strong>Special Edition: Antibiotic Stewardship</strong></td>
<td>Bonus Distribution at ASCP Forum in Arlington, Virginia</td>
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<td>May 2017</td>
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<td><strong>New Drug Update</strong></td>
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<td>June 2017</td>
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<td><strong>Special Edition: Wound Care</strong></td>
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<td>July 2017</td>
<td>ASCP Forum Conference Wrap Up included in issue</td>
<td><strong>Special Edition: Oncology</strong></td>
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<td>August 2017</td>
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<td><strong>Special Edition: Pain Management &amp; Opioid Abuse in Seniors</strong></td>
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<tr>
<td>September 2017</td>
<td>ASCP Annual Meeting Conference Promo included in issue</td>
<td><strong>Special Edition: Vaccines</strong></td>
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<tr>
<td>October 2017</td>
<td><strong>Official ASCP Annual Meeting Issue</strong></td>
<td><strong>Special Edition: Diabetes</strong></td>
<td>Bonus Distribution at ASCP Annual Meeting in Kissimmee, Florida</td>
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<td>November 2017</td>
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<td><strong>Special Edition: COPD</strong></td>
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<td>December 2017</td>
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<td><strong>Special Edition: Specialty Pharmacy</strong></td>
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Ride Alongs
Gain immediate, exclusive IMPACT with your information in the hands of readers as they open the clear polybag surrounding their monthly issue of The Consultant Pharmacist®. Your Ride Along is mailed to the entire membership of ASCP, and may be multipage printed material, a CD, a DVD, or other promotional material suitable for mailing. This foremost premium position is open to all advertisers on a first-come, first-served basis.

Cover Tips

Educational Supplements
Supplements with Continuing Pharmacy Education (CPE)
• Single-sponsor supplements with CPE credits are available for sponsorship within any issue of The Consultant Pharmacist®.
• Content must meet the principles of ASCP and The Consultant Pharmacist®. Educational supplements are peer reviewed and accredited by the Accreditation Council for Pharmacy Education.
• As part of The Consultant Pharmacist®, they will be indexed by the National Library of Medicine’s MEDLINE.

2017 Supplement Ideas
Use your own custom educational content or sponsor an ASCP supplement or insert, such as:
• 2016 Annual Meeting Wrap Up (Feb 2017)
• Senior Care Drug Update Pocket Card (April 2017)
• Abstracts of 2017 Annual Meeting Posters (Oct 2017)
• Disease State Supplements (Available any month)
• Geriatric Primers (Available any month)
• ASCP Forum Wrap Up - ASCP publishes a comprehensive recap of each meeting that gets distributed with The Consultant Pharmacist®. Contact your representative regarding advertising opportunities connected to these Wrap Ups.

Ride Along Specifications
• Outserts must be reviewed prior to acceptance. Allow 3 weeks for review.
• Maximum size 8-1/8” x 10-7/8”. Weight may not exceed 3.3 ounces.
• CD, DVD products must be packaged in a flat disk holder. Hard cases/clamshells cannot be accepted.
• Product promotions may not be attached to continuing education products.
• Outsert materials are due to the printer at the same time that inserts are due (call for quantities).

Contact John Loughran at 215-292-4112 jloughran@triplethreatmedia.com
**DIGITAL SOLUTIONS**

**ASCP NOW Electronic Newsletter**

Timely online messaging allows your company to communicate one-to-one with ASCP members in the ASCP NOW. This flagship e-newsletter serves the vital interests of ASCP members and is a must-read publication.

**ASCP NOW** (frequency 24X) 4 ad locations per deployment

**COST PER AD LOCATION**

- $18,000 net /24 issues
- $10,800 net /12 issues
- $3,105 net /3 issues per quarter
- $1,150 net /single issue

All rates are net, we do not offer an agency discount.

**Average Opt-In Rate:** 8,440/issue

**Average Open Rate:** 36%

**ASCP.com Online Advertising**

ASCP has created more chances to connect with your target market by opening select areas of ascp.com for advertising. Newly re-designed and re-launched in the fall of 2016, ASCP.com now offers more standard size ads throughout the site, including 728x90 leaderboards and 300x250 boom boxes. Gain high visibility on our most viewed pages. Positions are limited to a first-come, first-serve basis.

**Leaderboard** | $4,000 net/month | 728 x 90 pixels
- 28,000 average impressions per month
- Floating ad unit, staying on screen as users navigate page, assuring high impact and visibility.

**Big Box** | $3,050 net/month | 300 x 250 pixels
- 28,000 average impressions per month

**Custom eBlasts**

ASCP allows up to two custom client e-blasts per month to the full distribution of 8,440 e-mail addresses. Be one of the limited number of industry partners to reach our readers with your custom message.

**eBlast** | $2,500 per deployment
- Client-provided HTML file. No limit on amount of content.

**Get Closer to ASCP Members**

**Sponsored Webinars and White Papers**

Do you have a free webinar or any other educational content you would like to use to reach ASCP members? Promote your upcoming webinar, white paper, or original content to reach ASCP members through a variety of means, including an advertisement in the ASCP NOW and one eBlast* to all ASCP members. Please inquire for further details. (Limit 2 per month.)

**Webinars** | $2,500  
**White Papers** | $2,500

*Sponsored Webinar/White Paper e-blasts are text only. Max word count is 350.

Contact your rep for additional opportunities available in other ASCP e-communications

**COMING FALL 2016**

ASCP exciting website redesign will incorporate more IAB Standard size ad locations. Please contact your rep for more information.

**Custom eBlasts**

ASCP allows up to two custom client e-blasts per month to the full distribution of 8,440 e-mail addresses. Be one of the limited number of industry partners to reach our readers with your custom message.

**eBlast** | $2,500 per deployment
- Client-provided HTML file. No limit on amount of content.

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Program Guides:
ASCP will have program guides at both the ASCP Forum taking place May 3-4, 2017 in Arlington, VA, and ASCP Annual Meeting, November 3-5, 2017 in Kissimmee, FL.

At the 2017 ASCP Forum, attendees will learn from the nation’s top professionals about the latest changes in the post-acute care industry, and how to use them to their advantage while making their business fit the patient need. The Forum is designed for ALL stakeholders involved in care transitions, including all executive level post-acute care providers.

The 2017 ASCP Annual Meeting & Exhibition is the ideal marketing and promotional opportunity that ensures your company a seat at the ‘senior care marketing’ table. Promote your company with a placement in the essential guide distributed to all meeting attendees.

The Program Guides contain schedules, maps, ASCP Forum Wrap Up session and speaker information, general meeting information, CPE Code tracking, and more. It also includes an Exhibit Guide which includes a floorplan, list of exhibitors, product theater information, and more.

Pricing (4-color)
- Full Page: $5,275
- 1/2 Page Horizontal: $3,915
- Black & White Pages*: $3,710
*Full Page (non-premium positions)

Special Premium Positions Available:
- Opposite TOC: $6,025
- Cover 2: $6,770
- Cover 3: $6,025
- Cover 4: $7,135

Save on Placements in the Journal & Program Guide
If an advertiser places the same ad in both the program guide and the October issue of The Consultant Pharmacist®, they will receive a 20% discount off of the program book ad.

Forum Program Guide Closing Date
- IOs due March 27, 2017
- Materials due April 3, 2017

Annual Meeting Program Guide Closing Date
- IOs due September 5, 2017
- Materials due September 12, 2017

Mechanical Requirements
Specs for the Program Guide are the same as The Consultant Pharmacist®. See opposite page.

Send all ad materials to:
Patti Thompson, Production Manager
1321 Duke Street | Alexandria, VA 22314-3563
Phone: 703-739-1316 x135
Fax: 703-739-1321
Email: pthompson@ascp.com

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