

THE CONSULTANT PHARMACIST

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

2018 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.



The elderly consume approximately 34% of total prescriptions.



On average, individuals 65-69 years old take nearly 14 prescriptions per year, individuals aged 80-84 take an average of 18 prescriptions per year.



Adverse drug events (ADEs) contribute approximately \$3.5 billion additional dollars to US healthcare costs. Older adults have the highest rate of ADEs



28% of hospitalizations among seniors are due to adverse drug reactions

Learn more at www.ascp.com



The Consultant Pharmacist®

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 Wills 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.

2018 Advertising Rates & Deadlines

Monthly circulation: 8,000

Issues: January - December 2018

4-Color	1x	6x	12x	24x
Full Page	\$6,015	5,979	5,763	5,368
1/2 Page horizontal	\$4,660	4,589	4,480	4,223

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 issue is our special meeting issue with bonus distribution at the 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

Issue	Space Close	Materials Due	Inserts Due
January	12/8/17	12/15/17	12/22/17
February	1/8/18	1/15/18	1/19/18
March	2/8/18	2/15/18	2/20/18
April	3/8/18	3/15/18	3/20/18
May	4/8/18	4/16/18	4/20/18
June	5/8/18	5/15/18	5/21/18
July	6/8/18	6/15/18	6/20/18
August	7/9/18	7/16/18	7/20/18
September	8/9/18	8/15/18	8/20/18
October	9/8/18	9/14/18	9/20/18
November	10/7/18	10/15/18	10/23/18
December	11/8/18	11/15/18	11/20/18

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.

Mechanical Requirements

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"

Page Unit	Live Area	Bleed
Spread	14-1/4" x 9-7/8"	16-3/4" x 11-1/8"
Full page	7-1/8" x 9-7/8"	8-3/8" x 11-1/8"
1/2 horizontal	7" x 4-7/8"	Not Available

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.

Stock Weights Acceptable: Insert stock weight: 80 lb. Maximum, 50 lb. minimum coated offset.

Quantity: 8,500

BRCs: Should measure minimum 4-1/16" x 4"; contact the production manager for additional specifications.

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: 703-739-1300 x135 Fax: 703-739-1321
Email: pthompson@ascp.com

Increase Your Visibility

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.

2018 Supplement Ideas

Use your own custom educational content or sponsor an ASCP supplement or insert, such as:

- Annual Meeting Wrap Up
- Disease State Supplements (Available any month)
 - » Diabetes
 - » COPD
 - » Wound Care
 - » Pain Management
 - » Specialty Pharmacy
 - » Psych
 - » Transitions of Care
- 2018 ASCP Forum Wrap Up

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).



Cover Tip
Advertisement Here

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 \$3,105 net /3 issues per quarter
\$10,800 net /12 issues \$1,150 net /single issue

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

Average Opt-In Rate: 5,819/issue

Average Open Rate: 31%

ASCP.com Online Advertising

ASCP has created more chances to connect with your target market by opening select areas of *ascp.com* for advertising. *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
50,000 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
35,000 average impressions per month

Custom eBlasts

ASCP allows up to two custom client e-blasts per month to the full distribution of 5,819 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.)

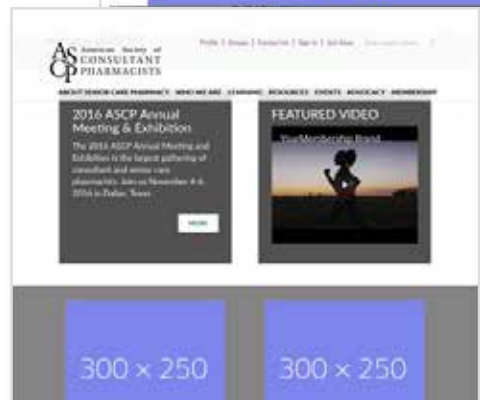
Webinars | \$2,500 **White Papers** | \$2,500

*Sponsored Webinar/White Paper e-blasts are text only. Max word count is 350. ASCP reserves the unrestricted right to accept or reject any advertising.

Contact **Ron Gordon** at 973-214-4374 rgordon@americanmedicalcomm.com



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



Advertisement spaces are not shown to scale.

SPECIAL EVENTS

ASCP Meetings—Reach at our Annual Events

Program Guides:

ASCP will have program guides at both the **ASCP Forum** taking place May 2018, and **ASCP Annual Meeting**, November 1-4, 2018 in National Harbor, MD.

At the **2018 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 **2018 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, 2018
Materials due April 3, 2018

Annual Meeting Program Guide Closing Date

IOs due September 5, 2018
Materials due September 12, 2018

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: 703-739-1300 x135
Fax: 703-739-1321
Email: pthompson@ascp.com





THE CONSULTANT PHARMACIST

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

**CONTACT US
TODAY.**

VSR J SVGSR

973-214-4374

rgordon@americanmedicalcomm.com

AMERICAN SOCIETY OF CONSULTANT PHARMACISTS

1321 Duke Street | Alexandria, VA 22314

Phone: 703-739-1300

Fax: 703-739-1321

www.ascp.com