

# 2019 INTEGRATED MEDIA KIT

THE SENIOR CARE PHARMACIST  
Peer-Reviewed Journal

ASCP NOW  
Electronic Newsletter

ASCP ANNUAL MEETING  
Program Books

ASCP.com  
Online Advertising



# What is a Senior Care Pharmacist?

*Senior care pharmacists are defined by their commitment to improve the quality of life of all older adults through the appropriate use of medications and the promotion of healthy aging.*

A “senior care” or “consultant” pharmacist manages the use of medications by older adults in community, transitional and long term care environments.

## *How can a consultant pharmacist help?*

A consultant pharmacist can:

- Identify medication-related problems that can cause, aggravate, or contribute to common geriatric problems of older adults
- Make it easier for older adults 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

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. ASCP members work not only in a variety of settings, but also in various business models.

*The Senior Care Pharmacist® is the only journal dedicated to providing vital practice information for these innovative professionals specializing in the medication management of older adults.*

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.



Adults over the age of 65 years represent 15% of the U.S. population but consume 39% of all prescription medications.



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. These age groups are among the fastest growing segments of the population.



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



66% of all rehospitalizations are due to medication related problems.

Learn more at [www.ascp.com](http://www.ascp.com)



# The Senior Care Pharmacist®

*The Senior Care Pharmacist*® (formerly titled “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 Senior Care 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 Senior Care 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 Senior Care Pharmacist*: **73% of members find print important**.
- ✓ Of the top 10 pharmacy journals, *The Senior Care Pharmacist* was the standout: **it was read by 76% of members and 42% of nonmembers**.

\*Readership survey report for *The Senior Care Pharmacist*, October 20, 2015, Kaufman Wills Fusting & Company



## Sections of *The Senior Care 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.*

## 2019 Advertising Rates & Deadlines

Monthly circulation: 5,000

### Issues:

Jan | Feb | Mar | Apr | May | Jun | Jul-Aug | Sep | Oct | Nov-Dec

4-Color	1x	5x	10x	20x
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: 50% of earned frequency

Cover 2: 25% of earned frequency

Opposite From the Editor: 15% of earned frequency

### 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 10<sup>th</sup> of each month of issue.

## 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:** 6,000

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

### Advertising Deadlines

Issue	Space Close	Materials Due	Inserts Due
January	12/10/18	12/17/18	12/21/18
February	01/10/19	01/17/19	01/24/19
March	02/11/19	02/18/19	02/25/19
April	03/11/19	03/18/19	03/25/19
May	04/10/19	04/10/19	04/24/19
June	05/10/19	05/17/19	05/24/19
July/August	07/10/19	07/17/19	07/24/19
September	08/09/19	08/16/19	08/23/19
October	09/10/19	09/17/19	09/24/19
November/ December	11/11/19	11/18/19	11/25/19

### 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 Senior Care 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.

**Binding:** Perfect Bound

### Ship Supplied Inserts:

Sheridan PA  
Attn: Kelsey Hoke  
450 Fame Avenue  
Hanover, PA 17331  
Phone: 717-632-8448

### Send all ad materials to:

Patti Thompson, Production Manager  
1240 N Pitt Street, Third Floor  
Alexandria, VA 22314-3563  
Phone: 703-739-1300 x135  
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 Senior Care Pharmacist*®. Your Ride Along is mailed to the entire membership of ASCP, and may be multipage printed material, a flash drive, 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.

### 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).

**Cost:** \$6,000 (approximate cost varies on size)

### Cover Tips

### Educational Supplements

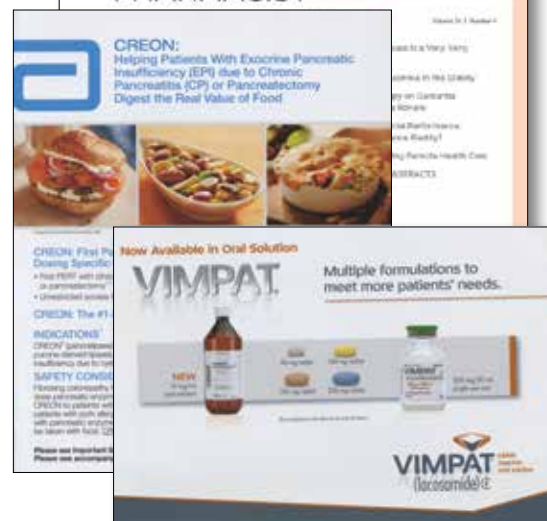
#### Supplements with Continuing Pharmacy Education (CPE)

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

#### 2019 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
- 2019 ASCP Forum Wrap Up



Redesign  
coming in  
January 2019!



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

Average Opt-In Rate: 5,819/issue  
Average Open Rate: 31%

### 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

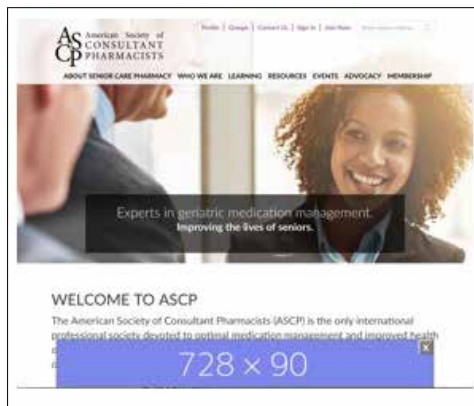
### CREATIVE SPECIFICATIONS

- Ads are publisher served; one link should be provided per ad
- Acceptable file format: JPEG, GIF, static ads only

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

## 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.*

### CREATIVE SPECIFICATIONS

- HTML5: Desktop/Tablet 150 KB
- Size: 40K max
- Rotation: Accepted
- Animated GIF: Maximum 3 loops of animation – up to 15 seconds per loop
- Required resolution: 72 dpi
- Target URL: Required
- Rich Media Expanding Ads: Not accepted
- Flash versions accepted: Flash 10 and lower
- Flash SWF files should not be hard coded with the click-through URL
- Third party tags accepted
- Ads served via DFP by Google

### Big Box

\$3,050 net/month  
300 x 250 pixels  
35,000 average impressions per month



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

## 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.



## Sponsored Resources on ASCP.com

### New Opportunity!

Post your content on [ascp.com](http://ascp.com) and let ASCP drive viewers to it! ASCP's Practice Resource Centers can be browsed, searched, or sorted.



### Bundled Digital Marketing Plan

- **6 months hosting** for your content/resource (video, PDF, etc.)
- **3 email drivers** to ASCP members
- 1 “big box” **advertisement on ASCP.com** for **3 months** (35,000 average impressions/month)
- **Cost = \$15,000 (over \$19K value)**



### Premium Marketing Plan

- **6 months hosting** on ASCP.com
- **3 email drivers** to ASCP members
- 1 “big box” **advertisement on ASCP.com** for **3 months** (35,000 average impressions/month)
- 1 **print advertisement** in *The Senior Care Pharmacist* (mailed to all ASCP members)
- 1 **exhibit booth** at ASCP Forum
- **Cost = \$20,000 (over \$27K value)**

CONTACT US  
TODAY.

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