



*Empowering Pharmacists.
Transforming Aging.*

2020 INTEGRATED MEDIA KIT

THE SENIOR CARE
PHARMACIST
Online Peer-Reviewed Journal
Bi-Monthly Newsletter

ASCP NOW
Electronic Newsletter

ASCP.com
Online Advertising

Bundled Marketing Plans

Senior Care Product Mailer



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

Senior Care Pharmacists practice in a wide variety of settings, including:

- Physician's Offices
- Skilled Nursing Facilities
- Transitional care settings
- Hospitals
- 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. 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.



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



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 Senior Care Pharmacist® Bimonthly Newsletter

2020 Advertising Rates & Deadlines

Circulation: 3,800

Issues:

Jan/Feb | **Mar/Apr** | May/June | **Jul/Aug** | Sep/Oct | **Nov/Dec**

Full Page	Net
4C	\$3,500
Black and White	\$3,000

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

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: 8.5" x 11" folded to 8.5" x 5.5"

Page Unit	Live Area
Spread	16" x 10.5"
Full page	8" x 10.5"
1/2 horizontal	8" x 5.25"
1/2 vertical	4" x 10.5"

There are no additional charges for a full page bleed. Please build page with 1/8" all around beyond the edge of trim size. Please remember to consider bleeds when creating your PDF file.

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

Advertising Deadlines

Issue	Space Close	Materials Due
January/February	12/16/19	12/19/19
March/April	2/10/20	2/17/20
May/June	4/9/20	4/17/20
July/August	6/10/20	6/15/20
September/October	8/10/20	8/17/20
November/December	10/12/20	10/15/20

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.

The Senior Care Pharmacist® Online

The Senior Care Pharmacist® (formerly titled “The Consultant Pharmacist”) is ASCP’s award-winning journal, available exclusively online, 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 online version of the journal.



The Senior Care Pharmacist Electronic Table of Contents

ASCP members received the Table of Contents email for the Senior Care Pharmacist providing a preview of the upcoming issue.

Banners: 160x600 and 300x250

Cost: \$1,150 Net/per banner

19% average open rate

ASCP Podcasts

ASCP has 2 podcasts in collaboration with the Pharmacy Podcast Network (PPN), **SenioRx Radio** and **The Senior Care Pharmacist Podcast**. PPN is the premium Internet Rx Radio Platform hosting the most influential & largest network of podcasts dedicated to the profession & business of Pharmacy. PPN delivers informative audio & video content to over 75,000 listeners/month and has totaled over 1M downloads.

SenioRx Radio, started in 2017, is ASCP’s main podcast, focused on all things senior care pharmacy.

The Senior Care Pharmacist Podcast is a new audio podcast from ASCP that interviews authors from ASCP’s award-winning journal, The Senior Care Pharmacist, about their recent articles.

- 20–30 minutes each
- Interviewer/interviewee format
- FDA rules apply, cannot talk product but can discuss disease state specific topics
- The podcasts air on PPN (Pharmacy Podcast network)
- Average listens on PPN: 850/Average podcast downloads: 1,485
- Cost: \$1,500 for 1, \$3,000 for a series of 3



THE SENIOR CARE
PHARMACIST
PODCAST

ASCP'S AWARD-WINNING JOURNAL COME TO LIFE

SenioRx Radio

ASCP's audio podcast in collaboration with the Pharmacy Podcast Network.



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

\$1,150 net /month
(includes two issues)

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

Average Opt-In Rate:

5,819/issue

Average Open Rate:

31%

Creative Specifications

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

ASCP NOW OCTOBER 21, 2015

MERGER AHEAD

The long-term care pharmacy industry had two recent mergers of significance: Parkers Pharmacy, the nation's third-largest long-term care pharmacy, recently acquired both Pharmacy Support Inc. (PSI), in 2014, and Smith Consumer has acquired the products and services offered by Hugs and will merge them as a subsidiary of the J.M. Smith Corporation. To be viewed as image LTC Solutions, LLC.

"Mega Rule" Comments Submitted to CMS

Medicare Open Enrollment: An Opportunity for Pharmacists

Attention: All Pharmacists Carrying A Federal License

Policy and Politics at Annual Meeting 2015 Lobby Day & Success

The Public Needs More Education About Diabetes

SNR Progress Report For Hearing Loss

CCOP: Getting Up For ASCP Annual Meeting

ASCP Foundation Announces 2015 Award Winner

Chapter Update

160 x 600 HERE

"Mega Rule" Comments Submitted to CMS

ASCP submitted comments on a proposed rule to the Centers for Medicare & Medicaid Services (CMS) to waive the requirements for long-term care facilities to participate in Medicare. ASCP's comments highlight CMS' recognition of the role of the pharmacist and encouraged the agency to expand that role. The Society also outlined again its rapid implementation deadline, which would put an entire financial burden on facilities, either the Society could phase-in implementation. This proposed rule is known as the "Mega Rule" because it is the first time in nearly 20 years that the requirements for participating in Medicare have ever actually relaxed.

300 x 250 HERE

Digital Solutions

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 one 728x90 and two 300x250s. Gain high visibility on our most viewed pages. Positions are limited to a first-come, first-serve basis.

Cost: \$95 CPM

- 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.
- 300 x 250 pixels
- 35,000 average impressions per month

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

ASCP American Society of CONSULTANT PHARMACISTS

ABOUT SENIOR CARE PHARMACY WHO WE ARE LEARNING RESOURCES EVENTS ADVOCACY MEMBERSHIP

Experts in geriatric medication management. Improving the lives of seniors.

728 x 90

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ABOUT SENIOR CARE PHARMACY WHO WE ARE LEARNING RESOURCES EVENTS ADVOCACY MEMBERSHIP

2016 ASCP Annual Meeting & Exhibition

The 2016 ASCP Annual Meeting and Exhibition is the largest gathering of consultant and senior care pharmacists. Join us November 4-6, 2016 in Dallas, Texas.

FEATURED VIDEO

Your Membership Brand

300 x 250 **300 x 250**

More Digital Solutions

Sponsored Resources on ASCP.com

Post your content on 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 300x250 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 300x250 advertisement** on ASCP.com for **3 months** (35,000 average impressions/month)
- **1 print advertisement** in The Senior Care Pharmacist Newsletter (mailed to all ASCP members)
- **2 ASCP Now Electronic Newsletter Sponsorships**
- **Cost = \$20,000 (over \$27K value)**



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.

ASCP Monthly Disease State Electronic Newsletters.

NEW OPPORTUNITY!

Topics include Diabetes, Parkinsons/Alzheimers, COPD, GI.

2 ad locations per deployment (728x90 and 300x250) for 100% SOV.

Cost per deployment: \$3,000

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.

Senior Care Product Mailer

Do you have something you would like to mail to senior care and consultant pharmacists?

ASCP's new Senior Care Product Mailer will allow us to provide delivery of niche products of value and interest to our members—directly to their doors.

Boxes will be mailed quarterly and may include:

- **Demo products, devices, or prototypes** (i.e. inhalers, insulin pens)
- **Sample nutritional products** (i.e. protein bars, supplements)
- **USB drive with links to materials**
- **Annual Reports, flyers, or handouts**
- **Reference cards and tools** (i.e. Medication Expiration Date Calculator)
- **Products and Books**
- **Promotional Items** (i.e. keychains, mugs, pens, pins)

Call for pricing details





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Transforming Aging.*

**CONTACT US
TODAY.**

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