

TEXAS PHARMACY ASSOCIATION ADVERTISING OPPORTUNITIES



Advertising with the Texas Pharmacy Association is the easiest and most effective way to reach pharmacists in the Lone Star State. As the largest pharmacy organization in Texas, TPA represents all Texas pharmacists, student pharmacists, and pharmacy technicians.

Our members comprise all pharmacy practice settings, including independents, chains, academia, hospitals/health systems, consultants, and more. Our audience also includes Texas legislators, select Texas Congressional members, and other thought leaders in pharmacy.

TPA's flagship publication, *Texas Pharmacy*, is a quarterly magazine read by thousands of Texas pharmacy professionals. Our weekly e-newsletter, *Texas Pharmacy Today*, reaches this audience on a more frequent basis. Our website also offers advertisers the opportunity to target an important audience.

Contact us or fill out the attached form to reserve your space today!



TEXAS *Pharmacy Association*
Together Pharmacy Advances

Contact Brian Sparks
bsparks@texaspharmacy.org
(512) 615-9140

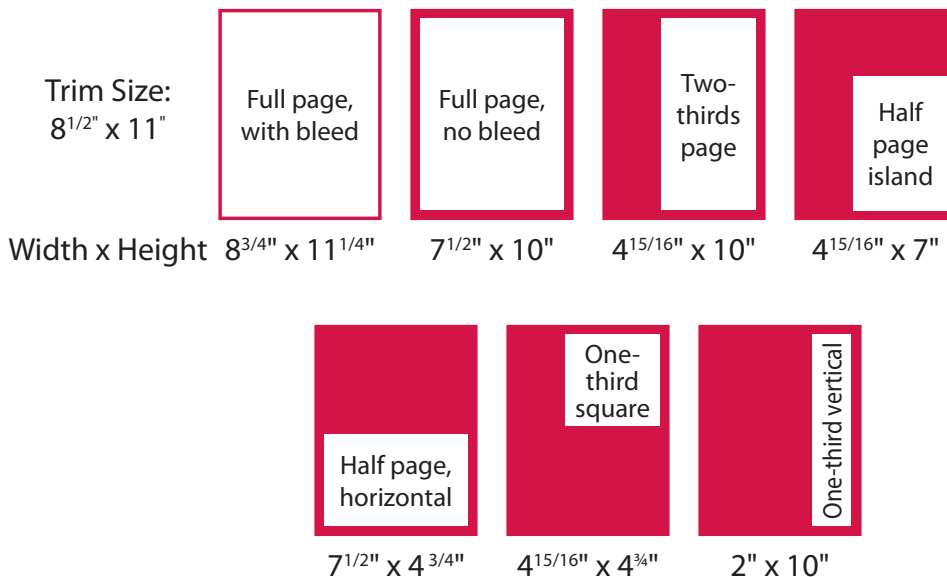


PRINT ADVERTISING IN TEXAS PHARMACY MAGAZINE

Ad Size	1 Time	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, April, July, and October.
Deadline for camera-ready art is the 1st of the month prior to publication.

Ad Sizes



ONLINE ADVERTISING AT TEXASPHARMACY.ORG

Ad Size	Size (px)	12 Months	6 Months
Website home page box ad	345 x 230	\$2,000	\$1,200
Texas Pharmacy Today e-newsletter banner ad (1 issue per month)	728 x 90	\$3,600	\$2,100





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. High-resolution Adobe Acrobat PDFs in CMYK color space 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: January, April, July, and October. 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 *Texas Pharmacy*, and must pay invoice in full within 30 days.

Advertiser's Signature: _____

Date: _____

Printed Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP Code: _____



ADVERTISING INSERTION ORDER

I'd like to advertise:

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

Company Name: _____

Address: _____ City: _____ State: _____ ZIP Code: _____

Contact: _____

E-mail: _____ Phone: _____ Fax: _____

Texas Pharmacy Magazine Advertising

- 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 (4x) Three times Two times One time

Price per insertion (per rate card): \$ _____

Texas Pharmacy Today Weekly e-newsletter

- 6-month Banner Ad 12-month Banner Ad

Website Advertising

- 6-month Box Ad 12-month Box Ad

Advertising Total: \$ _____

PAYMENT INFORMATION

- Please invoice for each ad, net due within 30 days.
 Check # _____ enclosed, made payable to Texas Pharmacy Association.
 Please charge each insertion to my credit card: Visa MasterCard American Express

Credit Card No: _____

Cardholder's Name: _____ Expiration Date: _____ CVV Code _____

Billing Address: _____ City: _____ State: _____ ZIP Code: _____

Advertiser's Signature: _____