

# NJPhA Advertising Rates 2018



Medium	Position	Details	Cost	Volume Discount
<b>Journal</b>  Distribution: 1000 members  Readership: Est. 3000  Frequency: Quarterly	Outside back cover	Full page color	\$1100	\$3600/ 4 issues
	Inside front/back cover	Full page color	\$900	\$3250/ 4 issues
	Inside	Full page B & W	\$700	\$2500/ 4 issues
	Inside	Half page B & W	\$550	\$2000/ 4 issues
	Inside	Quarter page B & W	\$450	\$1750/ 4 issues
<b>Convention Program</b>  Distribution: At convention	Outside back cover	Full page color	\$900	N/A
	Inside front/back cover	Full page color	\$700	N/A
	Inside	Full page B & W	\$550	N/A
	Inside	Half page B & W	\$450	N/A
	Inside	Quarter page B & W	\$350	N/A
<b>NJPhA Website</b>	Front Page	Logo w/ link for 1 year	\$2400	N/A
	Front Page	Logo w/ link for 6 mon	\$1800	N/A
	Front Page	Logo for 1 year	\$1200	N/A
	Front Page	Logo for 6 mon	\$600	N/A
<b>CE Messaging</b>  Distribution: 4000+ contacts  Frequency: Weekly	Bottom of email blast	Logo with link	\$500	10% per 6 – 10 blasts  20% per 11 – 20 blasts  30% 21+ blasts
	Bottom of email blast	Logo	\$300	10% per 6 – 10 blasts  20% per 11 – 20 blasts  30% 21+ blasts

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<b>Membership Messaging</b>  Distribution: 12,000 registered pharmacists  Frequency: Quarterly	Bottom or sidebar of email blast	Logo with link	\$1500	20% for 4
	Bottom or sidebar of email blast	Logo	\$1000	20% for 4