New NCPA Ad Campaign

By Michael F. Conlan

A critical component of NCPA's campaign to advance and protect community pharmacy's business and professional interests is strategic use of advertisements in publications widely read on Capitol Hill. Lawmakers, their staffers, committee aides, lobbyists, and policymakers begin their days by scanning publications such as the venerable *Roll Call* (established in 1955) and *Congress Daily* (which come out twice a day) either online or in print.

Your contributions to the NCPA Legislative Defense Fund help pay for these ads, which complement grassroots efforts, NCPA campaign contributions (NCPAPAC), and other activities by the NCPA government affairs staff.

You can views these ads as well as ones from last year in the Government Affairs section of www.ncpanet.org. ap

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