Welcome to the 2011 National Community Pharmacists Association’s Media Planning Kit. This kit provides details on how you can reach the valuable and growing $93 billion independent community pharmacy marketplace.

Through our various communications delivery systems—print, e-mail, web, social media, in person, or customized to fit your needs, you can be sure that NCPA is the gateway to the owners and managers of hometown independent community pharmacies coast-to-coast, from the Borough of Manhattan to Manhattan Beach, California and more than 23,000 other locations in between.

NATIONAL COMMUNITY PHARMACISTS ASSOCIATION
Your Connection to Independent Community Pharmacists

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NCPA’s Multiple Locations Pharmacy Conference
NCPA’s National Legislative and Government Affairs Conference
NCPA’s Pharmacy Ownership Workshop
NCPA’s Jumpstart Your Pharmacy Workshop
NCPA’s Diabetes Accreditation Standards-Practical Applications (DASPA)
Community Aging, Assisted Living, Long-Term Care (CAALLTC)
A $93 Billion Marketplace
The nation’s independent pharmacies, independent pharmacy franchises, and independent chains represent a $93 billion marketplace, dispensing 40% of the nation’s retail prescription drugs.

What is an independent community pharmacy?
• Pharmacist-owned
• Privately held

Who is an independent?
• Single-store owners
• Multi-store owners
• Pharmacy franchisees
• Privately-owned supermarket pharmacies
• Long-term care and I.V. pharmacies

Multi-Store Ownership
• 27% of owners have two or more pharmacies
• Overall average for independent owners is 1.69 pharmacies

Representing nearly 40% of the nation’s total retail pharmacies
Independents: 23,117
Traditional chains: 20,705
Mass merchandisers: 8,163
Supermarkets: 8,392

Our members are involved with their patients and their health care providers:
• Independent community pharmacists consult with physicians and other healthcare professionals 7 times daily on drug therapy.
• When independent community pharmacists recommend therapeutic changes to prescribers, 71% of the recommendations are accepted.

Independent community pharmacists are leaders in providing patient care services. Here is a summary of specialty services they are offering:

Summary of Patient Care Services

<table>
<thead>
<tr>
<th>Service</th>
<th>All Pharmacies 2009</th>
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<tr>
<td>Delivery</td>
<td>76%</td>
</tr>
<tr>
<td>Durable Medical Goods</td>
<td>71%</td>
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<tr>
<td>Patient Charge Accounts</td>
<td>68%</td>
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<tr>
<td>Compounding</td>
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<tr>
<td>Assisted Living</td>
<td>43%</td>
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<td>Long-Term Care</td>
<td>36%</td>
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<tr>
<td>Hospice</td>
<td>35%</td>
</tr>
<tr>
<td>Conduct Patient Education Programs</td>
<td>29%</td>
</tr>
<tr>
<td>Schedule Patient Appointments</td>
<td>29%</td>
</tr>
<tr>
<td>Health Screening</td>
<td>25%</td>
</tr>
<tr>
<td>Ostomy</td>
<td>22%</td>
</tr>
<tr>
<td>Pain Management</td>
<td>14%</td>
</tr>
<tr>
<td>Home Infusion</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: 2010 NCPA Digest, sponsored by Cardinal Health

Medication Therapy Management
Medication therapy management (MTM) programs are designed to optimize the benefits of prescribed drugs, improve medication use, reduce the risk of adverse drug events and drug interactions, and increase patient adherence to prescribed regimens. Currently 68% of independent pharmacies are offering MTM services, much of it under Medicare.

Summary of Disease State Management Services
In 2008, 83% of independent community
pharmacies indicated they offered at least one disease state management service or MTM service. This is an increase of 13% from 2007, indicating greater penetration of patient care services in the community pharmacy marketplace.

<table>
<thead>
<tr>
<th>% of Pharmacies Offering Services</th>
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<tr>
<td>2009</td>
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<tr>
<td>Immunizations</td>
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<td>Blood Pressure Monitoring</td>
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<td>Smoking Cessation</td>
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<tr>
<td>Lipid Monitoring</td>
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<td>Asthma Management</td>
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<td>Weight Management</td>
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<td>Osteoporosis</td>
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<tr>
<td>HIV/AIDS Services</td>
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<tr>
<td>Cancer Awareness Education</td>
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</table>

*Source: 2010 NCPA Digest, sponsored by Cardinal Health*

**Programs and Services**

**NCPA Corporate Membership**

NCPA Corporate Membership benefits your company and the industry by providing a variety of ways to be better informed, actively participate in the association process and sell more, of your products and services.

**Benefits of Being a Corporate Member:**

**Timely Information and Membership Status**—Corporate Member companies and organizations are entitled to enroll up to four executives as members of NCPA. Those enrolled are entitled to:

- A subscription to *America's Pharmacist*, NCPA's monthly journal
- Electronic copies of NCPA press releases and announcements
- Annual copies of the *NCPA Digest*, sponsored by Cardinal Health, and the NCPA Annual Report online access
- Receive NCPA's members-only *Corporate Member e-Insight*.

**Discounts and Other Benefits**

- Save on all advertisements placed in *America's Pharmacist* magazine
- Discounts on exhibitor fees at the NCPA Annual Convention
- Preferential treatment in selecting exhibit booth space
- Special member's only rates on sponsorship of *Pharmacist e-Link*
- Advance notification on all sponsorship opportunities, and preferential consideration for participation in new initiatives and pilot projects.
- Members-only access to utilize NCPA’s direct mail fulfillment house and NCPA's fax notification service
- Ability to purchase NCPA publications at members-only prices
Recognition, Referral Services and a Voice in the Association

• A corporate listing on the NCPA website with a link to your website
• A special Corporate Member insignia to place on your web page
• Annual recognition in America’s Pharmacist magazine with a circulation of 23,000
• Special booth signage, employee badge ribbons, Corporate Member directory listing and meeting signage at NCPA meetings
• An invitation to NCPA’s Annual Corporate Member Congress held during the Annual Convention
• A nomination form and opportunity to submit names of industry peers for consideration to appointment to the Corporate Member Advisory Board
• The ability to tell your customers that you are members of NCPA and that you support the national trade association that supports independent pharmacy
• A highlight in America’s Pharmacist, NCPA’s monthly journal
• A highlight on NCPA’s homepage—www.ncpanet.org
• A highlight in NCPA’s e-News Weekly

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<th>Dues Category</th>
<th>Annual Domestic Sales</th>
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<td>I</td>
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<td>II</td>
<td>Over $25 to $50 million</td>
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<td>III</td>
<td>Over $50 to $100 million</td>
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<tr>
<td>IV</td>
<td>Over $100 million</td>
<td>$9,500</td>
</tr>
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</table>
Each month, *America’s Pharmacist*, the official four-color magazine of the National Community Pharmacists Association, reaches every independent community pharmacy in the United States. That’s more than 23,000 unique locations.

Not only that, *America’s Pharmacist* is the premier magazine for independent pharmacy owners. It is the best source of information on industry trends, emerging technologies, and new products. In *America’s Pharmacist*’s 2010 Readership Survey, its recipients named *America’s Pharmacist* their publication of choice among its competitors.

*America’s Pharmacist: A Trusted Resource for Independent Community Pharmacists**

- 59% of readers have read at least three of the last four issues.
- 27% of readers spend more than one hour reading each issue.
- 43% of readers spend at least an hour with an issue.
- 59% of readers share their copy with at least one other person, making the total circulation 57,600
- 50% of readers take at least one action as a result of reading an advertisement.
- 42% of readers have discussed an article or a column after reading an issue of the magazine.

*Source: Readex Research 2010 readership survey*

**Targeting Key Decision Makers**

*America’s Pharmacist* delivers the readers that matter most to you. Our publication reaches the top decision makers and community leaders in more than 23,000 independent community pharmacies around the country.

**CIRCULATION: 23,925**

*(Six months average circulation from June 2010 through December 2010.)*

- 77% Pharmacists owners/managers
- 8% Staff pharmacists
- 11% Future pharmacists
- 1% Technicians
- 3% Other

**Publisher’s Statement**

To the best of our knowledge, the staff and publisher of *America’s Pharmacist* magazine hereby state that all data included in this information packet is true and accurate.

Kathleen D. Jaeger
NCPA Executive Vice President & CEO
National Community Pharmacists Association

**America’s Pharmacist Readers Have Buying Power**

As independent community pharmacists and small business owners, our readers make the decisions on stocking their stores, running their businesses, and consulting with their patients.

- 84% of readers are involved in purchasing decisions.
- In the last 12 months, decision makers (our readers) were involved in purchasing products and services valued at an average of $1.9 million per pharmacy.

These professionals are directly involved in the decisions to purchase:

- 73% Prescription drugs (brand name)
- 72% Prescription drugs (generic)
- 62% Over-the-counter pharmaceuticals
- 54% Diabetes aids
- 52% Technology
- 51% Containers
- 51% Compounding chemicals/equipment
- 46% Natural remedies
- 45% Durable medical equipment
- 43% Home test kits

*Source: Readex Research 2010 readership survey*

“Enjoy your magazine, Easy to read, Easy to follow and Informative!”

Ronald Terry, RPh, Family Discount Pharmacy, Ponca City, Oklahoma

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*America’s Pharmacist* is the official publication of the national Community Pharmacists Association.
Print Supplements (Non-CE)
Use the non-CE supplement service to educate pharmacists on new drug indications, procedures, products or services. Simply choose a topic and NCPA will do the rest—select an author, submit the content for your review and then design, print, and mail the supplement as an outsert with an issue of America’s Pharmacist. These pieces are educational but they are not accredited.

Call for pricing options

Continuing Education Supplement
America’s Pharmacist can create a print supplement continuing education (CE) program tailored to your specific need on a given topic. The supplement will be mailed with an issue of America’s Pharmacist and will be placed on the NCPA website (www.ncpanet.org) for three years. The program includes content, print, and electronic preparation. NCPA is an ACPE-accredited organization, and can provide the content development and accreditation services to develop and deliver your continuing education programming. Sponsor recognition is provided through a support statement on the inside front cover.

Call for pricing options

2011 EDITORIAL CALENDAR FOR AMERICA’S PHARMACIST

*The publisher reserves the right to change/modify the contents in the editorial calendar.

January  
**Technology I**  
Advertising Space Reservation: December 1, 2010 
Advertising Materials due: December 5, 2010

February  
**Diabetes Obesity**  
Exclusive Bonus Distribution: National Community Pharmacists Association’s Multiple Location Pharmacy Conference. 
Advertising Space Reservation: January 1, 2011 
Advertising Materials due: January 5, 2011

March  
**Immunization: how to run an effective immunization center**  
Bonus Distribution: American Pharmacists Association Annual Meeting and Exposition. 
Advertising Space Reservation: February 1, 2011 
Advertising Materials due: February 5, 2011

April  
**How to tie your front-end business to your Rx sales**  
Advertising Space Reservation: March 1, 2011 
Advertising Materials due: March 5, 2011

May  
**Specialty Pharmacy…what does it mean to you?**  
Advertising Space Reservation: April 1, 2011 
Advertising Materials due: April 5, 2011
June
New Rxs for 2011
PBM/Audits
Bonus Distribution: McKesson Pharmacy Conference
Advertising Space Reservation: May 1, 2011
Advertising Materials due: May 5, 2011

July
Technology II
Bonus Distribution: AmerisourceBergen and Cardinal Health National Conferences.
Advertising Space Reservation: June 1, 2011
Advertising Materials due: June 5, 2011

August
LTC/HHC
Advertising Space Reservation: July 1, 2011
Advertising Materials due: July 5, 2011

September
Medication Therapy Management
How Pharmacists Can Help in Patient Compliance
Bonus Distribution: National Community Pharmacists Association’s 112th Annual Convention and Trade Exposition.
Advertising Space Reservation: August 1, 2011
Advertising Materials due: August 5, 2011

October
Pharmacy Valuation
Is it time to expand?
Is it time to sell?
How to evaluate your business and make the most of your time, effort and turn it into more profit!
Bonus Distribution: National Community Pharmacists Association’s 112th Annual Convention and Trade Exposition.
Advertising Space Reservation: September 1, 2011
Advertising Materials due: September 5, 2011

November
Women’s Health
Advertising Space Reservation: October 1, 2011
Advertising Materials due: October 5, 2011

December
Compounding
Bonus mailing to attendees at NCPA’s 112th Annual Convention and Trade Exposition.
Advertising Space Reservation: November 1, 2011
Advertising Materials due: November 5, 2011
Earned Rates

Earned rates are based on total number of individual pages in a 12-month period. A spread counts as two pages. A full page or fractional page counts as a single page toward frequency. Each side of an insert counts as one page. **Effective January 1, 2011**

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## AMERICA’S PHARMACIST 2011 ADVERTISING RATES

### Two Color Rates

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<th>12 times</th>
<th>24 times</th>
<th>36 times</th>
<th>48 times</th>
<th>60 times</th>
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<tbody>
<tr>
<td><strong>NCPA Corporate Member Rates:</strong></td>
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<tr>
<td>Inside Front Cover</td>
<td>$8,230</td>
<td>$7,930</td>
<td>$7,630</td>
<td>$7,030</td>
<td>$6,615</td>
<td>$6,440</td>
<td>$6,320</td>
<td>$6,200</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,990</td>
<td>$7,700</td>
<td>$7,420</td>
<td>$6,840</td>
<td>$6,440</td>
<td>$6,270</td>
<td>$6,150</td>
<td>$6,040</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$9,430</td>
<td>$9,070</td>
<td>$8,710</td>
<td>$7,990</td>
<td>$7,490</td>
<td>$7,270</td>
<td>$7,130</td>
<td>$6,990</td>
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<tr>
<td><strong>Non-member Rates:</strong></td>
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</tr>
<tr>
<td>Inside Front Cover</td>
<td>$8,830</td>
<td>$8,500</td>
<td>$8,170</td>
<td>$7,510</td>
<td>$7,050</td>
<td>$6,850</td>
<td>$6,720</td>
<td>$6,590</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$8,560</td>
<td>$8,250</td>
<td>$7,930</td>
<td>$7,300</td>
<td>$6,860</td>
<td>$6,670</td>
<td>$6,540</td>
<td>$6,420</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$10,140</td>
<td>$9,750</td>
<td>$9,350</td>
<td>$8,565</td>
<td>$8,010</td>
<td>$7,775</td>
<td>$7,620</td>
<td>$7,460</td>
</tr>
</tbody>
</table>

*Cover positions are sold on a first-come, first-served basis. Cover rates include four color process and bleed, color charges are not waived for cover positions.

### Inserts Rates*—Price is based on 2-sided insert

<table>
<thead>
<tr>
<th>1 time</th>
<th>3 times</th>
<th>6 times</th>
<th>12 times</th>
<th>24 times</th>
<th>36 times</th>
<th>48 times</th>
<th>60 times</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NCPA Corporate Member Rate</strong></td>
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<tr>
<td>$9,570</td>
<td>$9,090</td>
<td>$8,610</td>
<td>$7,650</td>
<td>$6,980</td>
<td>$6,700</td>
<td>$6,510</td>
<td>$6,310</td>
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<tr>
<td><strong>Non-member Rate</strong></td>
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<td>$10,520</td>
<td>$10,000</td>
<td>$9,470</td>
<td>$8,420</td>
<td>$7,680</td>
<td>$7,370</td>
<td>$7,160</td>
<td>$6,950</td>
</tr>
</tbody>
</table>

*Bind-in/tip-in charge of $1500, non-commissionable, will be added.

### Space Reservations

Insertion orders must be received by the publisher on or before the first of the month preceding issue date. Materials are due the 5th of the month preceding issue date.

### Premium Position Rates

For special or guaranteed positions, other than covers, advertisers will be charged a 15% premium added to their earned space rate.
America's Pharmacist Guidelines for Ad Submission

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions (width-by-height in inches)</th>
<th>Ad Size</th>
<th>Dimensions (width-by-height in inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non-Bleed Live Area</td>
<td>Bleed*</td>
<td>Non-Bleed Live Area</td>
</tr>
<tr>
<td>2 page spread</td>
<td>15 ¼ x 9 ¾</td>
<td>16 ¼ x 10 ¾</td>
<td>½ page horizontal</td>
</tr>
<tr>
<td>Full page</td>
<td>7 ¼ x 9 ¾</td>
<td>8 ¾ x 11 ¼</td>
<td>½ page vertical</td>
</tr>
<tr>
<td>¾ page vertical</td>
<td>4 ½ x 9 ¼</td>
<td>5 x 10 ¾</td>
<td>½ page square</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3 ¾ x 9 ¼</td>
<td>4 x 10 ¾</td>
<td>¾ page vertical</td>
</tr>
</tbody>
</table>

* This measurement takes the ad to the magazine crop marks and includes 0.125 bleed exceeding trim. For fractional ads, assume your bleed is to the right and down. But occasionally, a fractional ad will be placed on top of or to the side of another, in which case NCPA will notify advertising designer of the bleed change.

Step 2. Press-Optimized PDF. To make a press-optimized PDF, be sure to edit the PDF Style as follows:
- Marks & bleeds—Check: “Crop Marks” at 0.25 pt line weight, offset at 0.25. Set bleeds at 1/8 inch on all sides.
- Advanced—Subset Fonts Below: 0%. Set the transparency flattener to high resolution. Check: “Ignore Spread Overrides.”

Step 3. Upload to FTP Site. Upload press-optimized PDF to NCPA’s FTP site (you’ll need Fetch or Cyberduck software, both free online):
Host Name: 66.207.136.55
Username: guest
Password: guest2@

Step 4. E-mail Notification. Immediately notify Nina Dadgar (nina.dadgar@ncpanet.org), that your ad has been uploaded and indicate the file name. Include a clearly marked 72dpi PDF for viewing purposes only.

Pre-Printed Ad Inserts/Outserts
Recommended trim size: 8 x 10 1/2 inches on 70–100 lb. text weight paper.
- Outserts: Requires polybagging.
- Pre-authorization: Send a preliminary 72dpi PDF of the insert or outsert (and include the trim size and paper’s weight) to America’s Pharmacist Director of Sales and Marketing, Nina Dadgar.

Production Contact
Send ad materials and insert/outsert dummy to:
Nina Dadgar
Director, Sales & Marketing
National Community Pharmacists Association
100 Daingerfield Road
Alexandria, VA 22314
(703) 838-2673
nina.dadgar@ncpanet.org
Terms and Conditions

The National Community Pharmacists Association (NCPA®)
Advertising Terms and Conditions:

- A contract year is 12 consecutive issues.
- America’s Pharmacist reserves the right to review and refuse any advertising.
- America’s Pharmacist does not guarantee any given level of circulation or readership for an advertisement.
- America’s Pharmacist shall be under no liability for its failure, for any cause, to insert an advertisement.
- America’s Pharmacist does not assume any liability for the return of printing material in connection with advertising.
- Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed in writing by the NCPA sales and marketing director. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
- The advertiser and advertising agency assume full liability for content, including text and illustrations, of advertising published and assume full responsibility for defense against claims made against America’s Pharmacist and/or its representatives regarding advertising placed, including attorney’s fees and other costs associated with defending such a claim.
- All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked “advertisement.”
- Any revisions or special handling required for advertising materials, will be billed to the advertiser and America’s Pharmacist shall be under no liability for accuracy of changes requested.
- All rates are based on acceptable electronic materials. See mechanical specifications in current NCPA media kit.
- An agency commission of 15% of gross billing will be allowed only to recognized agencies. Production and mechanical charges, including insert fees, are non-commissionable.
- Advertisers or their respective agencies will be invoiced on publication and sent two tear sheets.
- All electronic advertising on NCPA web site and NCPA e-News Weekly will be subjected to America’s Pharmacist terms and conditions.

Payment is due within 30 days of the invoice date. No early or pre-payment discounts may be applied. Any account over 30 days will be charged a late fee of 1.5% per-month. Any account over 90 days will be placed with a collection agency. You will be responsible for any additional charges incurred by the agency in order to collect said debt.
- Advertisers who do not keep accounts up to date may be prohibited from advertising or required to pre-pay.

Disclaimer
Publisher is not liable for delays in and/or nondelivery in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material storage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of publisher affecting production.
As the nation’s premier online news, information, and education network for pharmacists, Pharmacist e-Link remains the innovative answer for manufacturers and suppliers to communicate and interact with pharmacists.

Sponsors continue to build awareness of their products and services within the independent community marketplace by interacting with the community pharmacist members of the e-Link online network.

Pharmacist e-Link sponsored communications are delivered everyday via the website, syndicated newsfeeds, and twice weekly through the Pharmacist e-View newsletter to 40,000 plus subscribers of Pharmacist e-Link. Sponsors are also able to send customized brand messaging via Pharmacist e-Alerts.

**Annual Sponsorship Package**

**PLATINUM—Rate: $21,500 annually**
- Four e-Alerts to the entire Pharmacist e-Link subscriber base of 40,000+
- Four product highlights
- Delivery of company releases and product postings via Pharmacist e-Link’s e-View newsletter
- Posting of company press releases and product announcements on the Pharmacist e-Link website
- Sponsor recognition with active logo and sponsor information page linking to sponsor website
- Rotating sponsorship of Pharmacist e-View newsletter
- Rotating sponsorship of monthly CE-Spotlight newsletter

**GOLD—Rate: $16,500 annually**
- Three e-Alerts to the entire Pharmacist e-Link subscriber base of 40,000+
- Three product highlights
- Delivery of company releases and product postings via Pharmacist e-Link’s e-View newsletter
- Posting of company press releases and product announcements on the Pharmacist e-Link website
- Sponsor recognition with active logo and sponsor information page linking to sponsor website
- Rotating sponsorship of Pharmacist e-View newsletter
- Rotating sponsorship of monthly CE-Spotlight newsletter

**SILVER—Rate: $10,500 annually**
- Two e-Alerts to the entire Pharmacist e-Link subscriber base of 40,000+ subscribers
- Two product highlights
- Delivery of company releases and product postings via Pharmacist e-Link’s e-View newsletter
- Posting of company press releases and product announcements on the Pharmacist e-Link website
- Sponsor recognition with active logo and sponsor information page linking to sponsor website
- Rotating sponsorship of Pharmacist e-View newsletter
- Rotating sponsorship of monthly CE-Spotlight newsletter
Special e-Alert Services:
Enables clients to reach the entire Pharmacist e-Link network with special announcements, alerts or updates. Geo-location and data segmentation available. Special pricing for sponsors, call for details.

Pharmacist e-Survey:
Enables clients to conduct a custom 10 question online survey, complete with a custom invitation and tabulated report delivered to the complete Pharmacist e-Link database or any single segment. Special pricing for sponsors, call for details.

Exclusive Product Highlights:
Client banner ads run for one to three months on the Pharmacist e-Link homepage, related content channels and sub pages. Special pricing for sponsors, call for details.

Interactive Learning Program:
Allows partners to create a compelling interactive marketing opportunity with pre and post test surveys to gauge message effectiveness. Target participation is one thousand five hundred pharmacists with performance metrics. Promotional package included. Special pricing for sponsors, call for details.

Niche Websites:
Enables clients to build a focused disease therapy management or product niche website providing custom-edited news, resources, education, and tools. Program includes a promotional package to create site awareness. Pricing will vary depending on complexity and level of promotion. Special pricing for sponsors, call for details.

Focus Group:
NCPA will assemble a group of ten industry thought leaders selected from members of NCPA’s nine steering committees or NCPA membership. The Focus Group may be held prior to NCPA Steering Committee or other meetings. Each session may be concluded by polling participants on their level of knowledge of the sponsor’s product/services, and a request to opt-in to receive materials from sponsor. Call for details.

Members Forum:
The NCPA Members Forum is a live discussion series on topics of interests to you as a pharmacist and small business owner, provided to you by NCPA staff and relevant experts. NCPA is the only national independent community pharmacy organization offering its members unique benefits that help them improve their bottom lines, understand regulatory requirements, and better serve their patients. Call for details.

Custom, Branded 2.0 Widget Development With Syndicated News Updates:
A customized, branded, portable messaging tool to have the look and feel of client’s brand. Special pricing for sponsors, call for details.

Custom, Branded Blog Development:
Provides clients with an opportunity to create expert-based content. Special pricing for sponsors, call for details.

Opt-in Lead Generation Tool:
Survey participants and Pharmacist e-Link subscribers can opt-in to receive messaging direct from manufacturers. This data share option is available in tandem with customized survey and e-alert. Special pricing for sponsors, call for details.

Monthly Newsletter to Niche Segment:
A customized newsletter sent to identified segment. Includes twelve e-alerts. Special pricing for sponsors, call for details.
Take advantage of these timely and effective advertising vehicles to reach independent community pharmacy owners. We offer a variety of electronic marketing opportunities, including web and e-mail. Plus, you can combine electronic and print advertising to give your products or services maximum exposure at a great value!

**NCPA e-News Weekly**
Place a button ad in an issue of NCPA e-News Weekly, an electronic news service designed to provide NCPA members with the latest developments affecting independent community pharmacy. It is delivered to NCPA members’ e-mail inboxes every Tuesday.

Subscribers: 11,562 NCPA members, 11,747 non-members

**NCPA Website and E-Messaging**

**Content:** Important weekly news from NCPA affecting independent community pharmacies
**Drop Day:** Tuesday  
**Open Rate:** Over 40%  
**Click Through Rate:** 10%

**NCPA Corporate member rate:** $1,500 per week/$4,800 per month  
(20% SAVINGS)

**Non-member rate:** $3,000 per week/$9,600 per month  
(20% SAVINGS)

**File Specs:** 130 wide x 90 high, 72 dpi, .jpg or .gif only (no .png or .swf files). Gif files can be animated. Maximum file size 10k. All ads will be linked to your companies Web site. E-mail files and preferred URL to nina.dadgar@ncpanet.org.

**NCPA Website (www.ncpanet.org)**  
Place a button ad on NCPA’s home page, the premier portal for the over 62,400 pharmacists working in independent community pharmacy. These professionals deliver health care service and consultations to patients across the country at more than 23,000 locations.

**Home page button**  
$2,000/month NCPA corporate members  
$3,500/month non-members

**Interior page button**  
$1,000/month NCPA corporate members  
$2,500/month non-members

**File Specs:** 180x150, jpg and gif formats accepted (no .png or .swf files). Gif files can be animated. Maximum file size 30k. All ads will be linked to the website of your choice. E-mail files and preferred URL to nina.dadgar@ncpanet.org.

**America’s Pharmacist Online Sponsorship Opportunity (www.americaspharmacist.net)**  
A library containing current and past issues of America’s Pharmacist is now available online. This online archive is available only to NCPA members, and requires membership information to log in. The site currently contains issues that were published beginning in January 2005. Sponsor an issue, your company name and logo will appear on the web page for a one-year period. Link your company logo to a website or web page of your choice.

**Call for pricing options**
Exhibiting and Sponsoring
Become an exhibitor or a sponsor at various NCPA conferences. Exhibiting will provide you the opportunity to meet face-to-face with independent pharmacy owners. Sponsoring will highlight your company to this group of difficult to reach decision makers.

This is your opportunity to...
- Broaden your product’s reach in 40% of the retail pharmacy market.
- Introduce new products to the decision makers from more than 23,000 independent community pharmacies.
- Demonstrate your product’s value face-to-face to independent pharmacy owners.

Various opportunities are available at these NCPA conferences and workshops:
- **NCPA’s Annual Convention & Trade Exposition (October of each year)**
  NCPA’s largest gathering of the year. Come meet face-to-face with independent community pharmacy owners from across the nation.
  1. Exhibit Booths
  2. Sponsorship
  3. Continuing Education Symposia
  4. Continuing Education Workshops
  5. Product Dinner Theater (non-CE)
  6. Exhibitor Theater (non-CE)
  7. Advertising in Convention Daily News (NCPA’s on-site newspaper)
- **NCPA’s Multiple Locations Pharmacy Conference (February of each year)**
  NCPA’s only meeting dedicated to independent community pharmacy owners that have multiple stores. This is your opportunity to meet this elite group of pharmacy owners in a very small resort type setting.
  1. Table top exhibits
  2. Sponsorship
- **NCPA’s National Legislation and Government Affairs Conference (May of each year)**
  For more than 40 years, independent pharmacy owners have come to Washington, D.C., for this three-day event. They hear speeches from government officials and lawmakers, hold a rally on Capitol Hill, and personally visit their elected officials in their congressional offices.
  1. Sponsorship
- **Jumpstart Pharmacy Ownership Workshop (various dates each year)**
  This workshop is designed for the independent community pharmacy owner that has been in business for a few years and is looking to take their pharmacy into the next level.
  1. Table top exhibits
  2. Sponsorship
- **Pharmacy Ownership Workshop (various dates each year)**
  Get your company name in front of this serious group of future pharmacy owners. The attendees of this program are in the process of opening their stores or are seriously thinking about it. What better way to introduce your company to them.
  1. Table top exhibits
  2. Sponsorship
- **Diabetes Accreditation Standards-Practical Applications (DASPA) (various dates each year)**
  The NCPA-AADE Diabetes Accreditation Standards-Practical Applications (DASPA) program is a new, ground breaking course designed to provide pharmacists with a path to reimbursement for diabetes management through community pharmacies. By exhibiting at this program, you will be networking with pharmacists that are dedicated to serving people dealing with diabetes.
  1. Table top exhibits
  2. Sponsorship
- **Community Aging, Assisted Living, Long-Term Care (CALLLTC) (various dates each year)**
  This two-day program focuses on how to implement or expand community aging, assisted living and long-term care (CALLLTC) services in a community pharmacy.
  1. Table top exhibits
  2. Sponsorship
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