

2024 Media Kit **U.S. Pharmacist**

From the Publishers of

The Pharmacist's Resource for Excellence



U.S. Pharmacist Mission Statement

U.S. Pharmacist is committed to providing pharmacists with the highest quality clinical information. Our journal and programs, in both print and digital formats, will continue to deliver "need to know" information, relevant to the clinical aspects of today's pharmacy practice, with the goal of improving patient care.

U.S. Pharmacist advertising opportunities include print, display, email, eNewsletters, custom content, videos, pharmacist quizzes, sponsored articles and more. All placements are delivered in contextually relevant placements to opt-in, requesting pharmacists.



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U.S. Pharmacist Is Relied on and Read by Pharmacists

Pharmacists Agree U.S. Pharmacist

77% is a "Good Source of Information on Drugs, Devices, or Professional Services"

76% "Contains Timely and Relevant Professional News"

U.S. Pharmacist Readership

- #1** Received Pharmacy Publication
- #2** Overall Read Pharmacy Publication
- #1** High Readers
- #2** Retail Owner/Managers
- #1** Specialty Pharmacist

Source: Kantar Pharmacy Readership 2023

U.S. Pharmacist Print Editions

U.S. Pharmacist delivers clinical content to pharmacists, in all practice settings, to assist in achieving clinical excellence and improve patient outcomes.

Each month focuses on a general disease area which is outlined in the editorial calendar, with peer-reviewed articles focusing on providing practical information for managing patients' drug therapies, initiating preventive care, and improving treatment outcomes.

Features and departments address Rx and OTC products, alternative and complementary therapies, and home care products such as test kits and monitors. Pharmacist Continuing Education is included in every issue.



U.S. Pharmacist is delivered to pharmacists via two editions each month:

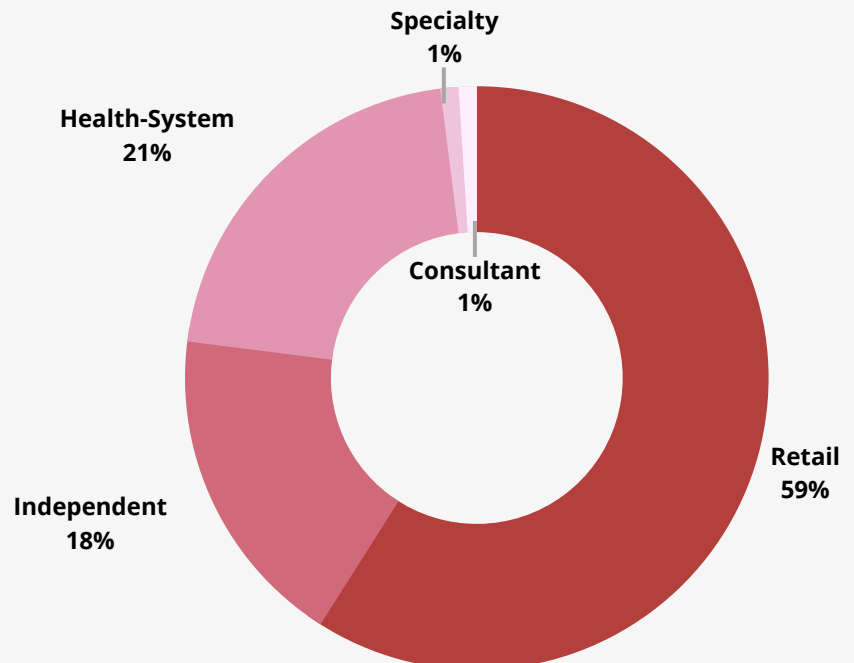
National Edition - Mailed monthly to 153,035 pharmacists in all practice settings: chain retail, independent, hospital, specialty, HMO, clinical, and consultant pharmacists.

Health-Systems Edition - Delivers additional peer-reviewed features and departments that address the health-system pharmacy needs for acute and long-term patient care.

U.S. Pharmacist Circulation

U.S. Pharmacist circulation mails by name and title and/or function. U.S. Pharmacist circulation of 153,035 includes direct request from pharmacists in all 50 states in the following practice settings and specialties:

- Retail Chain Pharmacies
- Independent Pharmacies
- Grocery/Big Box Store Pharmacies
- Health-System Pharmacies
- Long-Term Care Pharmacies
- Drug Purchasing Headquarters
- Drug Wholesalers, Colleges, Associations, Government, Pharmacy Students, HMOs, and Manufacturers



Source: June 2023 BPA Audit

U.S. Pharmacist 2023 Editorial

Origin of Editorial

Of the articles published in *U.S. Pharmacist*, 90% are solicited and 10% are unsolicited. All manuscripts submitted are double blind peer reviewed by pharmacists with expertise in the subject of the article.

Editorial Advisory Board

The Editorial Advisory Board consists of pharmacists in a variety of practice settings, including community, consultant, and health-system pharmacy, as well as pharmacy leaders in academia, industry, and national associations. The Board contributes knowledge of cutting-edge advances to the profession via *U.S. Pharmacist*.

U.S. Pharmacist Provides Editorial Pertinent to Pharmacy Practitioners

- » Continuing Education
- » Patient Teaching Aid
- » TrendWatch
- » Contemporary Compounding
- » Clinical News Digest
- » Pharmacy Focus
- » Consult Your Pharmacist
- » Industry News
- » Pharmacy Law

U.S. Pharmacist Advertising

U.S. Pharmacist strives to provide pharmacists with more clinical content than our competition, leading to a **25/75 Ad/Edit** Ratio. *U.S. Pharmacist* is perfect bound. Run of Book Ads are interspersed and subject to front/back rotation.

2023 Editorial Calendar & Deadlines

Issue	Insertion Order Deadline	Material Deadline	Featured Editorial Focus	Special Editorial Section
January	12/12/23	12/18/23	Neurologic Diseases	Specialty Pharmacy & Oncology
February	01/10/24	01/17/24	Cardiovascular Diseases	Antithrombotics
March*	02/07/24	02/13/24	Pain Management	Specialty Pharmacy & Oncology
April	03/14/24	03/20/24	Immunization & Infectious Diseases	Healthcare Equality
May	04/11/24	04/17/24	Mental Health	Dermatology
June	05/08/24	05/14/24	Urology & Men's Health	Generics & Biosimilars
July	06/12/24	06/18/24	Respiratory Diseases	Specialty Pharmacy & Oncology
August*	07/11/24	07/17/24	Pediatric & Adolescent Health	Healthcare Equality
September	08/14/24	08/20/24	Women's Health	OTC Pharmacist Counselor
October	09/12/24	09/18/24	New Drugs	HIV
November*	10/10/24	10/16/24	Diabetes	Specialty Pharmacy & Oncology
December	11/12/24	11/18/24	Gastroenterologic Diseases	Obesity & Weight Loss

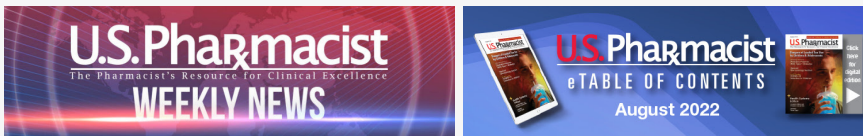
*Bonus Distribution Issues

U.S. Pharmacist.com

USPharmacist.com provides the same quality clinical content pharmacists have grown to trust. The *U.S. Pharmacist* website includes the digital edition, video content, and custom sponsorships opportunities, such as:

- Disease State Resource Centers
- Pharmacist Recommendation Video Series
- Conference Coverage
- Peer-to-Peer Reviewed Articles
- Pharmacist Quizzes
- And MORE!

Core U.S. Pharmacist eNewsletters



U.S. Pharmacist Weekly News is a weekly e-newsletter that covers late-breaking news and updates for the pharmacy industry.

U.S. Pharmacist eTable of Contents provides pharmacists and pharmacy technicians with a high-level overview of the latest issue content and links readers directly to online articles.

Both eNLs reach pharmacists and pharmacy technicians in all practice locations for a combined reach of 335,000+. Banner ad sponsorship and native articles are available.



Deliver key brand messaging to 340,000+ pharmacy professionals with **U.S. Pharmacist eDIRECT**. Deliver new approvals, formulary updates, co-pay information, product education, and more brand messages to opt-in target pharmacists.

Ask your account manager targeted rates!

Digital Reach

uspharmacist.com



563,016 Pageviews



435,513 Users



500,923 Sessions



4:03 Avg. Time on Page

@uspharmacist.com



196,499
Pharmacists



141,491
Pharm Techs

@USPharm



7,629 Followers



19,626 Followers

Data from Google Analytics June 2023

U.S. Pharmacist 2023 Print Rates

National Edition Run of Book Rates*

Frequency	Full Page	Half Page	1/4 Page
1x	\$13,030	\$7,818	\$3,909
3x	\$12,718	\$7,630	\$3,815
6x	\$12,406	\$7,443	\$3,721
12x	\$11,094	\$7,256	\$3,628
24x	\$11,657	\$6,994	\$3,497
36x	\$11,345	\$6,807	\$3,403
48x	\$11,033	\$6,619	\$3,309
60x	\$10,721	\$6,432	\$3,216
72x	\$10,409	\$6,245	\$3,122
84x	\$10,097	\$6,058	\$3,029
96x	\$9,785	\$5,871	\$2,936

Health Systems Edition Run of Book Rates

Frequency	Full Page	Half Page	1/4 Page
1x	\$6,496	\$3,897	\$1,948
3x	\$6,184	\$3,710	\$1,855
6x	\$5,872	\$3,523	\$1,761
12x	\$5,560	\$3,336	\$1,668
24x	\$5,123	\$3,073	\$1,537
36x	\$4,811	\$2,886	\$1,443
48x	\$4,499	\$2,699	\$1,349
60x	\$4,187	\$2,512	\$1,256
72x	\$3,875	\$2,325	\$1,162
84x	\$3,563	\$2,137	\$1,086
96x	\$3,251	\$2,035	\$1,048

*Demographic and Geographic Split Runs rates are available. Please contact your advertising representative for details.



National Edition Premium Positions:

- **Cover 4: 40%**
- **Cover 2: 25%**
- **Table of Contents: 15%**

Color Charges (4-Color):

- **National Edition = \$3,600**
- **Health-System Edition = \$2,700**

2024 Discount Programs

- **Multichannel Discount:** Ask you Rep!
- **New Product Discount:** Buy 3, Get 4th Ad Free
- **Established Product Discount:** Buy 5, Get the 6th Ad Free
- **PI Discount:** 3rd page + 50% Off
- **Non-Profit:** 25% Off Earned Rate

*Free ad unit cannot be larger than the prior ad and must be same edition. Only one discount per insertion (no combined discounts)

U.S. Pharmacist Print Ad Specifications

Ad Unit	Non-Bleed	Bleed (1/8")	Trim
Spread	14 1/2" x 10"	15 3/4" x 11"	15 1/2" x 10 3/4"
Full Page	7" x 10"	8" x 11"	7 3/4" x 10 3/4"
1/2 Page Vertical	3 1/2" x 10"	4 1/8" x 11"	3 7/8" x 10 3/4"
1/2 Page Horizontal	7" x 5"	8" x 5 5/8"	7 3/4" x 5 3/8"
1/4 Page	3 1/2" x 5"	4 1/8" x 5 5/8"	3 7/8" x 5 3/8"

Preferred File Format: PDF/X1-a; High-resolution PDF with embedded fonts and images.

Accepted File Format: Packaged InDesign CS4 (or earlier) files. Please provide all ancillary files including fonts, original InDesign and TIFF or EPS graphics (see details below). Please preflight your files. Any files found to have problems with fonts, colors, or graphics will be returned for adjustment. Additional MAC work will be charged back to the agency or client.

Fonts: Use only Postscript Type 1 fonts. Supply suitcases, screen fonts, and printer fonts as well as fonts embedded in graphics. Menu styled, Multiple Master, and True Type fonts are NOT accepted.

Graphics: Use only EPS and TIFF file formats. No JPEG or LZW compression. 300 dpi for color and gray scale images. Delete extra channels in Photoshop. Place artwork at 100%. Use 800-1,200 dpi for line-work. Images must be CMYK, not RGB. Do not nest EPS files within EPS flatten layers. Resize and rotate images in their original application.

Colors: Convert all files to CMYK process unless a PMS color has been reserved and documented on the Ad Order.

Proofs: Production requires 1 digital proof (Kodak Approval preferred) from the digital file being delivered.

Line Screen Density: 4-COLOR: 133 Line Screen. Total density may not exceed 300%. black/white, 2-color: 120 Line Screen. Total density for 2-color may not exceed 170% and 1-color may be solid. Black/white cannot exceed 85%

Material Shipping Instructions:

Jobson Medical Information LLC
 c/o U.S. Pharmacist – Production Department
 283 - 299 Market St.. 2 Gateway Center - 4th Floor, Newark NJ 07102
 Attn: Production Manager: Mario Iannotta (212) 274-7008

FTP Instructions: All files must be sent STUFFED. Send e-mail to miannotta@jhihealth.com indicating: Advertiser, Ad Unit, Month, and Publication. Color proofs, as indicated above, must be supplied.

Host: ftp.production.jobson.com

User: jobsonclient Password: ftp!prod1 Directory: In/USP_Ads

Digital Ad Specifications: USPharmacist.com

Ad Units Accepted	Formats	Expanded Ad Unit	Expansion Trigger to Open	Expansion Trigger to Close	Expansion Direction	Standard File Size	Max File Size	Animation Limit	Frame Rate
728x90	HTML5, JPG, GIF, Third Party Tags	728x315	Rollover to open	Click to close	Down	200KB	300KB	15 sec max	Minimum 24 fsp
1600x600	HTML5, JPG, GIF, Third Party Tags	600x600	Rollover to open	Click to close	Right	200KB	300KB	15 sec max	Minimum 24 fsp
300x250	HTML5, JPG, GIF, Third Party Tags	600x250	Rollover to open	Click to close	Left	200KB	300KB	15 sec max	Minimum 24 fsp
300x600	HTML5, JPG, GIF, Third Party Tags	600x600	Rollover to open	Click to close	Left	200KB	300KB	15 sec max	Minimum 24 fsp
Mobile - 320x50 or 300x50	HTML5, JPG, GIF, Third Party Tags	NA	NA	NA	NA	200KB	300KB	15 sec max	Minimum 24 fsp
Interstitial - 300x250	HTML5, JPG, GIF, Third Party Tags	NA	NA	NA	NA	200KB	300KB	15 sec max (unlimited user initiated)	Minimum 24 fsp

General Ad Requirements (Apply to all ads):

- Interest-Based Advertising (IBA): Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size).
- Audio: Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- Hotspot: Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- Defining ad space: Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- Max CPU: Ad not to exceed 30% CPU usage during host-initiated execution.
- Submission lead time: Minimum lead time for Ad file submission is 6 days before campaign start.
- Max number of host-initiated file requests: ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

General Notes:

- File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format.
- Initial file load: Includes all assets and files necessary for completing first visual display of the Ad.
- Host-initiated subload: where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser. domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.
- User-initiated file size: Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

U.S. Pharmacist Contact Information

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E-mail: sales@uspharmacist.com - Website: www.uspharmacist.com

Subscription Information

U.S. Pharmacist is provided to practicing pharmacists who request subscription at no charge. Paid subscriptions are available for pharmacy schools, faculty and students.

One-year subscription rate:

- U.S.A. rate \$63.00
- Faculty and Pharmacy student rate \$42.00
- Canada/Mexico rate \$87.00
- Air mail to all other countries \$170.00
- Single-issue rate \$6.00

Classified Advertising

Information on advertising rates, closing dates, and production requirements can be obtained by contacting: KERH Group LLC | PO Box 207, Parker Ford, PA 19457
Toll Free: 888-498-1490 E-mail: sales@kerhgroup.com

Reprint Information

Reprints of any articles that appear in *U.S. Pharmacist* can be ordered by contacting Wright's Media at 877-652-5295 or jobson@wrightsmedia.com.

Additional Advertising Information

National Demographic/Geographic Ad Rates

Advertisements and inserts are accepted. Geographic regions are selected by zip code only. Minimum 30% of the national circulation. Amounts under 30% will be billed at the 30% rate.

Split Runs/Run of Book

- Percent of circulation multiplied by the earned black & white rate, plus color charges.
- Add \$1,000 for stop press, selection, and handling charges (consult publisher).

Furnished Inserts

- Percent of circulation multiplied by the earned black & white rate multiplied by the number of insert pages.
- Add \$1,000 for binding, selection, and handling charges (consult publisher).

Earned Rates

Earned rates are based on the number of insertions in a 12-month calendar or fiscal period. Advertising from U.S. Pharmacist and supplements are combined to determine earned frequency. Spread ads count as two insertions. Single-page and fractional-page ads are each counted as one insertion.

Agency Commission

15% of gross on space, color, and premium rates. Commissions are calculated after earned discounts are deducted.

Requirements for Acceptance of Print Advertising

Insertion orders are required for placement of ad space. The insertion order must include the name of the advertiser and product, indication of National, Health Systems, and supplements, issue date, size of ad unit, and color requirements. All ads and inserts should indicate positioning and "A" side, "B" side.

All orders are accepted subject to the terms and conditions in this media planning guide and will be executed to the best of U.S. Pharmacist's ability.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the publisher's policies noted within this media planning guide shall be binding on U.S. Pharmacist.

Insertion orders are binding after closing date on parties placing the order; no cancellations are permitted after closing dates. U.S. Pharmacist disclaims all responsibility for copy changes made after closing dates without written agreement from U.S. Pharmacist.

U.S. Pharmacist reserves the unrestricted right to reject any advertising at any time after receipt of proofs of texts and illustrations. Advertorials that resemble U.S. Pharmacist editorial pages are prohibited. Inadvertent failure by U.S.

Pharmacist to publish an advertisement invalidates the insertion order for such an ad but will not affect any earned frequency discount. Advertising pages are interspersed throughout the issue.

Digital Acceptance of Advertising Requirements

No inventory will be held without a signed insertion order. Insertion order must include flight dates and any special instructions (i.e. competitive separation).

All contracts hold a 14-day cancellation policy, unless FDA directive to suspend campaign is provided to U.S. Pharmacist or prior approval of publisher.

U.S. Pharmacist reserves the right to approve and reject all ad creative that will run on USPharmacist.com. U.S. Pharmacist reserves the right to change out supplied creative if Advertiser's preferred creative malfunctions. Advertiser will be notified to send new creative tags, if desired. Advertiser may decide to forfeit inventory.

Missed or Incorrect Ads: U.S. Pharmacist is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should U.S. Pharmacist fail to publish an accepted ad for which an insertion order was received, U.S. Pharmacist will adjust advertiser's/agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.

Personally-Identifiable Information (PII) Collection: No Advertising shall include any pixels, tags, Flash containers or other type of information-collection software code, nor place any beacons, cookies, or other information-collection devices on the browsers of users.