

2009 Media Planning Guide

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Pharmacist®

THE JOURNAL FOR PHARMACISTS' EDUCATION

Mission / Vision Statement

U.S. Pharmacist is committed to providing pharmacists with the highest quality clinical information. Our journal and programs, in both print and electronic 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.

Harold E. Cohen, RPh
Senior Vice President
Publisher, U.S. Pharmacist





Origin of Editorial

Of the articles published in U.S. PHARMACIST, 90% are solicited and 10% are unsolicited. All manuscripts submitted are 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 pertinent editorial to pharmacy practitioners

- Accredited Continuing Education
- Consult Your Pharmacist
- Reports from the Institute for Safe Medication Practices
- Pharmacy Law
- Product News
- Patient Teaching Aids
- Generic Trends
- FDA Fast Facts
- Clinical News Digest
- TrendWatch
- FYI
- Contemporary Compounding
- Senior Care
- Diagnostic Spotlight
- Practice Tips

The Health Systems Edition also periodically contains an In-Service Primer, as well as Cancer News and AIDS News.

Average Ad/Editorial Ratio

National Edition	45% / 55%
Health Systems Edition	45% / 55%
Oncology Supplement	40% / 60%
OTC Supplement	40% / 60%
Diabetes Supplement	40% / 60%

2009 Editorial Calendar

Month	Editorial Focus	Month	Editorial Focus
January	Neurologic Disorders	July	Respiratory Diseases
February	Cardiovascular	August	Men's Health
March	Pediatric / Adolescent Health	September	Women's Health
April	Dermatologic Disorders	October	New Drugs
May	Pain Management	November	Psychotropics
June	Elder Care	December	Gastroenterologic Disorders

Oncology/Hematology Supplement

January March May July September November



Technology Special Section

February September

OTC Supplement

April

Diabetes Supplement

May

Generic Supplement

June

Ad Test Issue – National Edition

July

2009 Bonus Distribution

Issue			
February	GPHA Annual Meeting	Naples, FL	February 23-25
March	APhA Annual Meeting	San Antonio	April 3-6
April	NACDS Annual Meeting	Palm Beach	April 18-21
July	NACDS Pharmacy & Technology Conference	Boston	August 8-12
September	NCPA Annual Convention	New Orleans	October 17-21
November	ASHP Mid-Year Meeting	Las Vegas	December 6-10



National Edition

The National Edition of U.S. PHARMACIST is mailed monthly to pharmacists in all practice settings: retail independent and chain, hospital, HMO, clinical and consultant pharmacists. The 130,000 circulation also includes health care buyers at chain headquarters and drug wholesalers.



Health Systems Edition

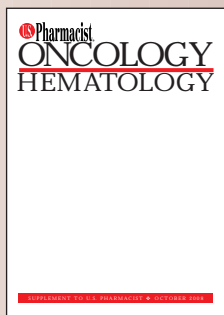
U.S. PHARMACIST Health Systems Edition is mailed monthly to approximately 38,000 practicing pharmacists comprising hospital directors, staff and clinical pharmacists, HMO chief pharmacists, and consultant pharmacists. This peer-reviewed publication provides pharmacists with features and departments that address the pharmacy needs for acute patient care, long-term patient care, and outpatient pharmacy care.

Special Supplements

Oncology/Hematology January, March, May, July, September, November*

The U.S. PHARMACIST Oncology/Hematology Supplement is mailed 6 times a year – January, March, May, July, September, November – to hospital, consultant, clinical, and HMO pharmacists. This is a peer-reviewed clinical publication that addresses pharmacy care for oncology and hematology patients.

Continuing education sponsorships are available for this specialized publication.



Student Edition– Winter, Spring, Summer, Fall†

The U.S. PHARMACIST Student Edition offers pharmacy students the opportunity to garner practical information relating to their everyday school activities. It also offers them availability to important clinical information from the pages of U.S. PHARMACIST.



OTC Supplement–April‡

Polybagged and mailed to the full 90,000 retail circulation.

With more prescription drugs switching to over-the-counter (OTC) status, it is more important than ever that pharmacists counsel patients who purchase these potent medications. Aside from their unique side effects, the pharmacist should be counseling patients on possible Rx to OTC drug interactions. The U.S. PHARMACIST OTC Supplement not only offers pharmacists important counseling tips but a review of the very crowded OTC marketplace.

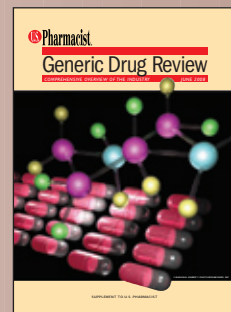


Source to the Generic Drug Industry–June†

Polybagged and mailed to the full 130,000 circulation.

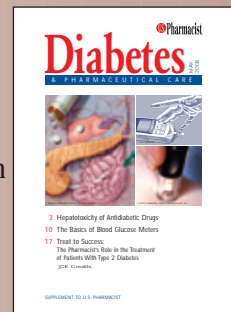
Published in June, the source to the Generic Drug Industry Supplement provides editorial opportunities that allow your company to spotlight:

- Reputation and history
- Management team and philosophy
- Capabilities and current directions



Diabetes–May††

According to the American Diabetes Association, there are approximately 20.8 million people in the U.S., or about 7% of the population, who have diabetes. Nearly one third of that population is still undiagnosed. Advances in the treatment of diabetes are constantly being discovered, which requires pharmacists to be updated in its treatment. This special supplement to U.S. PHARMACIST provides pharmacists with the necessary information to stay current on diabetes and its treatment.



* Health Systems rates apply

† Consult your sales representative

†† National rates apply

National Edition



National Edition

2009 Run of Book Rates

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1 Time	9,985	7,320	5,550	3,790	2,945	1,965
3 Times	9,735	7,145	5,405	3,690	2,905	1,920
6 Times	9,485	6,960	5,270	3,600	2,870	1,870
12 Times	8,985	6,585	4,970	3,430	2,830	1,810
24 Times	8,130	5,960	4,545	3,140	2,415	1,670
36 Times	7,975	5,845	4,425	3,010	2,360	1,635
48 Times	7,885	5,785	4,350	2,980	2,335	1,610
60 Times	7,840	5,755	4,320	2,955	2,295	1,590
72 Times	7,565	5,595	4,235	2,880	2,245	1,560
84 Times	7,435	5,475	4,185	2,860	2,205	1,550
96 Times	7,360	5,455	4,105	2,830	2,165	1,535
108 Times	7,220	5,435	4,075	2,815	2,130	1,525
120 Times	7,185	5,350	4,010	2,805	2,100	1,505
132 Times	7,165	5,240	3,975	2,775	2,080	1,495
144 Times	7,120	5,150	3,965	2,750	2,065	1,485
156 Times	7,085	5,105	3,950	2,725	2,055	1,470
168 Times	7,065	5,090	3,915	2,715	2,040	1,465
180 Times	6,995	5,035	3,895	2,705	2,025	1,460
192 Times	6,955	5,000	3,870	2,690	2,015	1,455
204 Times	6,920	4,905	3,805	2,670	2,000	1,440

Color

4 Color	\$3,015
2 Color Standard	\$1,180
2 Color Matched	\$1,400
4 Color + Metallic	\$4,110
5 Color	\$3,740
6 Color	\$3,905

Business Reply Cards are billed at one half the earned black & white full-page rate. BRCs are accepted only when accompanied by a minimum one-half page advertisement.

The peer-reviewed articles focus 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.

Continuing Education is featured in every issue.

National Edition

2009 Insert Rates (Furnished Insert Rates Only)

Frequency	2 Page	4 Page	6 Page	8 Page
1 Time	19,260	39,280	n/a	n/a
3 Times	19,015	38,190	n/a	n/a
6 Times	18,205	36,885	44,450	58,085
12 Times	16,975	33,200	40,730	53,240
24 Times	15,415	30,675	37,010	47,630
36 Times	14,995	29,725	36,015	46,445
48 Times	14,645	28,905	35,165	45,945
60 Times	14,460	28,495	33,725	44,370
72 Times	14,020	27,450	33,050	43,300
84 Times	13,820	26,845	32,360	42,640
96 Times	13,675	25,895	31,810	41,965
108 Times	13,585	25,475	31,120	40,900
120 Times	13,500	25,330	30,980	40,505
132 Times	13,445	25,200	30,835	40,240
144 Times	13,380	25,060	30,700	39,950
156 Times	13,285	24,910	30,560	39,700
168 Times	13,240	24,785	30,285	39,435
180 Times	13,155	24,655	30,020	39,155
192 Times	13,110	24,520	29,740	39,030
204 Times	12,980	24,370	29,465	38,760

Health Systems Edition • Oncology/Hematology



Health Systems Edition • Oncology/Hematology

2009 Run of Book Rates

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1 Time	3,300	2,425	2,005	1,345	1,120	865
3 Times	3,215	2,355	1,955	1,305	1,095	850
6 Times	3,120	2,305	1,900	1,275	1,060	835
12 Times	2,980	2,210	1,810	1,265	1,020	720
24 Times	2,805	2,060	1,785	1,180	935	690
36 Times	2,570	1,930	1,615	1,095	885	635
48 Times	2,520	1,885	1,560	1,070	840	595
60 Times	2,485	1,835	1,480	1,060	810	560
72 Times	2,435	1,820	1,455	1,045	805	555
84 Times	2,425	1,810	1,430	1,040	795	550
96 Times	2,415	1,795	1,410	1,035	785	545
108 Times	2,405	1,785	1,400	1,030	780	540
120 Times	2,395	1,775	1,390	1,025	775	535
132 Times	2,375	1,770	1,385	1,020	770	530
144 Times	2,360	1,750	1,380	1,015	765	525
156 Times	2,355	1,740	1,375	1,010	760	515
168 Times	2,350	1,735	1,370	1,005	750	500
180 Times	2,345	1,725	1,360	995	745	495
192 Times	2,335	1,720	1,355	990	730	490
204 Times	2,330	1,715	1,350	980	725	485

Health Systems Edition • Oncology/Hematology

2009 Insert Rates (Furnished Insert Rates Only)

Frequency	2 Page	4 Page	6 Page	8 Page
1 Time	6,615	13,195	n/a	n/a
3 Times	6,420	12,650	n/a	n/a
6 Times	6,240	12,110	15,235	19,345
12 Times	5,960	11,635	14,370	18,235
24 Times	5,600	11,040	13,575	17,235
36 Times	5,140	10,175	12,465	15,825
48 Times	5,040	9,940	12,185	15,470
60 Times	4,970	9,740	11,910	15,135
72 Times	4,880	9,560	11,725	14,890
84 Times	4,855	9,445	11,565	14,685
96 Times	4,830	9,360	11,455	14,530
108 Times	4,805	9,335	11,415	14,480
120 Times	4,775	9,285	11,380	14,445
132 Times	4,755	9,225	11,335	14,385
144 Times	4,730	9,200	11,300	14,355
156 Times	4,715	9,170	11,275	14,290
168 Times	4,705	9,155	11,225	14,245
180 Times	4,690	9,135	11,175	14,195
192 Times	4,680	9,100	11,145	14,140
204 Times	4,665	9,065	11,105	14,100

Color

4 Color	\$2,260
2 Color Standard	\$ 885
2 Color Matched	\$1,005
4 Color + Metallic	\$3,345
5 Color	\$2,645
6 Color	\$2,790

Business Reply Cards are billed at one-half the earned black & white full-page rate. BRCs are accepted only when accompanied by a minimum one-half page advertisement.

Circulation Information

100% direct request circulation consisting of 99.9% direct requests from individual pharmacists and less than 1% from recipient's company.

82% of the list is qualified within one year.

18% is qualified within two years.

99% of the copies are mailed by name and title and/or function.

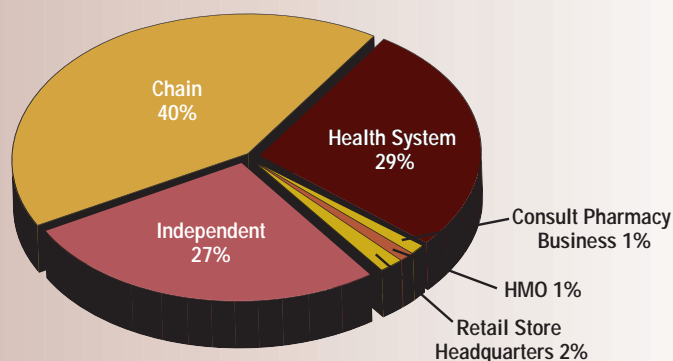
Mailed to pharmacists in 50 states in the following practice settings:

- Independent retail and chain store pharmacies operating prescription departments
- Health systems pharmacies
- Nursing home pharmacies
- Department stores and discount stores operating prescription pharmacies
- Supermarkets operating prescription pharmacies
- Drug purchasing headquarters, including discount stores and supermarkets
- Drug wholesalers, colleges, associations, and government pharmacy students, health maintenance organizations, manufacturers, and others allied to the field

2009 circulation is approximately 130,000

See our latest BPA Statement for exact circulation information.

U.S. Pharmacist
Business/Occupational Breakout of Circulation
June 2008



Source: BPA Worldwide, June 2008

Readership is tops in total pharmacy market

- | | |
|---|--------------------------|
| • 1st Average Issue Advertising Exposures Study | 2008 MARS Pharmacy |
| • 1st Average Issue Readers | 2008 Nielsen FOCUS Study |
| • 1st High Readers / 1st Total Readers Study | 2008 Nielsen Media-Chek |

2009 Discount Programs, Corporate Discount Programs

Same-Product Discount*

Two or more ads for the same product in the same month in any two or more U.S. PHARMACIST editions earns 25% off each ad.

Identical Ad Discount*

Two or more identical ads placed in the same month in the same edition earns 50% off the second and subsequent identical ads.

Special Discounts*

Nonprofit institutions, government agencies, pharmacy societies, and publishers are eligible for a 25% discount off the earned gross rate.

Corporate Discount Program*

This program is based on 2008 activity in the U.S. PHARMACIST National and Health Systems editions and supplements.

Advertisers who accrued a:

12 times frequency in 2008 can deduct 2% from their 2009 earned rate.

24 times frequency in 2008 can deduct 3% from their 2009 earned rate.

36 times frequency in 2008 can deduct 4% from their 2009 earned rate.

48 times frequency in 2008 can deduct 5% from their 2009 earned rate.

60 times frequency in 2008 can deduct 8% from their 2009 earned rate.

72 times and higher frequency in 2008 can deduct 10% from their 2009 earned rate.

144 times and higher frequency in 2008 can deduct 15% from their 2009 earned rate.



* Only one discount is applicable to any one insertion (no combined discounts).

New Product Introduction Program*

Provides multiple exposures in U.S. PHARMACIST National or Health Systems Edition:

- Front cover
- Table of contents page
- New product ad index

Provide us with your new product press release for a write-up in our Product News section.

PLUS

Free Ad

Advertise in three consecutive months in the National or Health Systems Edition and the fourth month is free (the free ad cannot be larger than the prior ads). Alternatively, with a firm commitment of four consecutive new product ads, you can deduct 25% off each of the first four consecutive ads.

2009 Bonus Distribution See page 4

Established Product Program*

Advertise a single product in eight consecutive months and receive the ninth month insertion free (the free ad unit cannot be larger than the prior ad).

U.S. Pharmacist e-opportunities

U.S. Pharmacist e-CONNECT Newsletter

- Monthly, electronic newsletter to pharmacists providing need-to-know information.
- Information is unique in content and format to that of the journal.
- Most advanced design and easy-to-read format.
- Largest validated professional pharmacy e-mail circulation in the industry.
- **Over 155,000 qualified requesters have given "Affirmative Consent"* to receive.**

* AFFIRMATIVE CONSENT: The Senate Commerce Committee Report for the CAN-SPAM Act indicates that "affirmative consent" requires some active choice or selection by the recipient. Remaining passive, such as not unchecking a pre-checked box or other default Web form, is not sufficient. Source: Commerce Committee Report, CAN-SPAM Act of 2003.



e-CONNECT Newsletter Rates

For more information, contact:
 e-Healthcare Solutions, Inc.
 810 Bear Tavern Road, Suite 102
 Ewing, NJ 08628
 Tel: 609-882-8887
 Fax: 425-671-7796
www.e-healthcaresolutions.com/main.php?pid=uspharma-request

e-CONNECT Newsletter Specs:

All files must be GIF or JPEG.

Center Column-Standard Horizontal Banner:

468 pixels wide x 60 pixels height

Side Columns-Standard Vertical Banner:

120 pixels x 600 pixels

If we need to serve small banners on sides we can accommodate these as well:

120 pixels x 240 pixels or 120 pixels x 90 pixels

U.S. Pharmacist e-CONNECT FLASH

Highly Targeted Communications

The U.S. PHARMACIST e-CONNECT *FLASH* offers advertisers a highly effective way to custom deliver their message to an audience of more than 155,000 qualified requesters.

e-CONNECT *FLASH* features calls to action, such as "Click here," to prompt pharmacists to visit sponsors' Web sites—further increasing message exposure. In addition, sponsors benefit from their association with the trust and recognition inherent in the U.S. PHARMACIST brand.

Great Open Rates

Metrics Available

- Cost**
- \$7,150 for first *FLASH*
 - \$6,050 for second *FLASH*
 - Multiple *FLASH*s—consult your sales representative

e-CONNECT *FLASH* specs

We accept: MS Word, Quark, InDesign, TIFF, JPEG, and PDF files

U.S. Pharmacist Web Site www.uspharmacist.com

U.S. PHARMACIST's redesigned Web site provides pharmacists with the tools to easily find must-have feature articles and departments in the current and past issues. Site visitors will find that taking continuing education with online grading is a convenient, user-friendly experience, plus the highly robust search engine locates the information they need by issue, topic, or keyword.

The U.S. PHARMACIST Web site features links to current & past issues and archived e-CONNECT Newsletters e-mailed monthly to the entire U.S. PHARMACIST list as well as the indispensable Patient Teaching Aids. There are also links to pharmacy associations, colleges, government agencies, and health-related organizations. If that wasn't enough, visitors can also click their way to a new job through the site's Classifieds/Career Center!

USPharmacist.com Banner Specs:

If the image is to have a link, please send the URL with the artwork.

Banner specs:

Banner fixed:	468 x 60 pixels
Top Banner:	728 x 90 pixels
Big Box:	A - 336 x 280 pixels B - 300 x 250 pixels
Sky Scraper:	A - 180 x 600 pixels B - 120 x 600 pixels
Bottom Banner:	728 x 90 pixels
Fixed Button:	125 x 125 pixels

Acceptable types of image formats:

JPEG, GIF, Animated GIF (if the banner contains animations or multiple frames of pictures)

File Size: Files size should not exceed 10K for JPEG or GIF. For Animated GIF, the file size should not exceed 20K. (Try to use lower number of colors in GIF to reduce the file size or the frame rate for Animated GIF.)

Artwork is due on the first of the month of issue.

Artwork and specification inquiries should be addressed to: rcarrino@jobson.com

Artwork should be sent to rcarrino@jobson.com.

Placement – home page if possible but not guaranteed. If these specs cannot be met, or if you have any technical questions, please contact: rcarrino@jobson.com.

Banner and Banner Link Rates

For more information, contact: e-Healthcare Solutions, Inc.
810 Bear Tavern Road, Suite 102, Ewing, NJ 08628
Tel: 609-882-8887, Fax: 425-671-7796
www.e-healthcaresolutions.com/main.php?pid=uspharma-request

One-Month* Web Site Snapshot

- 291,767 Visits
- 237,988 Unique Visitors
- 633,931 Pageviews/Hits
- * April 2008 Source: WebTrends



Additional Advertising Information

Please Fax Insertion Orders To:
201-623-0991

U.S. PHARMACIST is perfect bound.

Ads are interspersed and are subject to front/back rotation.

COVER RATES – NATIONAL EDITION

4th cover: Earned black and white rate plus 25%.

Cover 2 spread: Earned black and white rate plus 15% for the cover.

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 and white rate, plus color charges.

Add \$1,000 for stop press, selection, and handling charges (commissionable).

Furnished Inserts

Percent of circulation multiplied by the earned black and white rate multiplied by the number of insert pages.

Add \$1,000 for binding, selection, and handling charges (commissionable).

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 our supplements—Oncology/Hematology, Generics, Diabetes, and OTC—are combined to determine earned frequency.

Spread ads count as two insertions. Single-page and fractional-page ads count as one insertion.

REQUIREMENTS FOR ACCEPTANCE OF 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.

CLASSIFIED ADVERTISING

Information on advertising rates, closing dates, and production requirements can be obtained by contacting Heather Brennan Koitsch, President

Valley Forge Publishing Group
2570 Boulevard of the Generals, Suite 220
Norristown, PA 19403
1-800-983-7737 x106
hbrennan@valleyforgepress.com

AGENCY COMMISSION

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

Closing Dates 2009

The following closing dates are for the U.S. PHARMACIST National and Health Systems Editions, Oncology/Hematology Supplement, and Technology Section. If you need an extension beyond the dates shown, please contact the U.S. PHARMACIST Production Manager at 201-623-0942.

ISSUE	SPACE RESERVATION	MATERIAL DUE DATE
January	December 8	December 15
February	January 8	January 15
March	February 9	February 16
April	March 9	March 16
May	April 8	April 15
June	May 8	May 15
July	June 8	June 15
August	July 8	July 15
September	August 10	August 17
October	September 8	September 15
November	October 8	October 15
December	November 9	November 16

Subscription Information

One-year subscription rate:

U.S.A. rate	\$58.00
Faculty and Pharmacy student rate	\$39.00
Canadian rate	\$81.00
Air mail to all other countries	\$157.00

Single-issue rate \$6.00

List Rental

Jennifer Felling
 Statistics
 69 Kenosia Ave.
 Danbury, CT 06810

email: j.felling@statistics.com
 Tel: 203-778-8700
 Fax: 203-778-4839



Run of Book Ad Specifications

Dimensions:	AD UNIT	NON-BLEED	BLEED	TRIM
	Spread	14 1/2" x 10"	15 3/4" x 11"	15 1/2" x 10 3/4"
	Full Pg	7" x 10"	8" x 11"	7 3/4" x 10 3/4"
	2/3 Pg Ver	—	—	4 5/8" x 10"
	1/2 Pg Ver	—	—	3 1/2" x 10"
	1/2 Pg Hor	—	—	7" x 5"
	1/3 Pg	—	—	2 1/4" x 10"
	1/4 Pg	—	—	3 1/2" x 5"
	1/6 Pg	—	—	2 1/4" x 4 7/8"

Bleed off trim is 1/8"

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

Accepted File Format: COLLECTED InDesign or Quark (MAC) files. Please provide all ancillary files including fonts, original InDesign or Quark file and tiff or EPS graphics (see details below). A digital color proof (Kodak Approval preferred) is required. **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
- Do not nest EPS files within EPS flatten layers. Delete extra channels in Photoshop
- Resize and rotate images in their original application
- 800-1,200 dpi for line-work
- Images must be CMYK, not RGB
- Place artwork at 100% Quark

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

Proofs: We require 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%

Media Type: CD-ROM (MAC formatted)

Shipping Instructions: Disks, Proofs and Insertion Orders go to:
 Jobson Medical Information LLC
 c/o US Pharmacist - Production Department
 160 Chubb Avenue, Suite 306, Lyndhurst, NJ 07071
 Prod Manager: Dina Romano 201-623-0942

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

Host: [ftp.production.jobson.com](ftp://ftp.production.jobson.com),
 User: [jobsonclient](#), Password: [ftp!prod1](#), Directory: [In/USP_Ads](#)

Furnished Insert Specifications

Available:

2- to 12-page inserts.
Larger units, gatefolds, and die-cuts are also acceptable upon publisher's approval.

Acceptance:

A paper and content sample **MUST** be submitted for publisher's approval.

Charges:

Contact your sales person for related charges.

INSERT SIZE:

8" x 11" (Please deliver all inserts untrimmed)
Inserts more than 2 pages must be supplied folded, carton packaging preferred.

Trimming:

1/8" off head, foot and face & grind off

Insert Stock:

70# minimum, 80# maximum
Heavier stock may be accepted upon publisher's review

Type of Binding:

Bound to publication, allow for 1/8" gutter grind off

Copy Clearance:

All inserts subject to publisher's approval

Insert Deadline:

Due to printer the 15th of month prior to issue date

Insert Quantities:

- Full Run - 140,000
- Health Systems ONLY - 44,000
- Retail ONLY - 95,000

Please contact your sales representative on regional splits.

Insert Shipping:

RR Donnelley & Sons
c/o US Pharmacist (month and quantity)
Route 251 South & 4099 Road (Elijan Road)
Mendota, Illinois 61342
Warehouse - (815) 538-2737

All insert materials will be retained for 12 months from the date of the last insertion and then destroyed.

Please Fax Insertion Orders To: 201-623-0991

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