

2022 MEDIA KIT

The National Community Pharmacists Association is the voice for the community pharmacist, representing nearly 19,400 pharmacies that employ 215,000 individuals nationwide.

www.ncpa.org
advertising@ncpa.org
703 838-2673



target
your marketplace

INDEPENDENT PHARMACY

\$67.1 billion
marketplace

representing
35 percent
of all retail pharmacies

employing
215,000
people

OUR MARKETPLACE

The nation's independent pharmacies, independent pharmacy franchises, and independent chains represent a \$67.1 billion marketplace, which represents 35 percent of all retail pharmacies and employs 215,000 people.

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

- 30 percent of independent community pharmacy owners have ownership in 2.1 stores

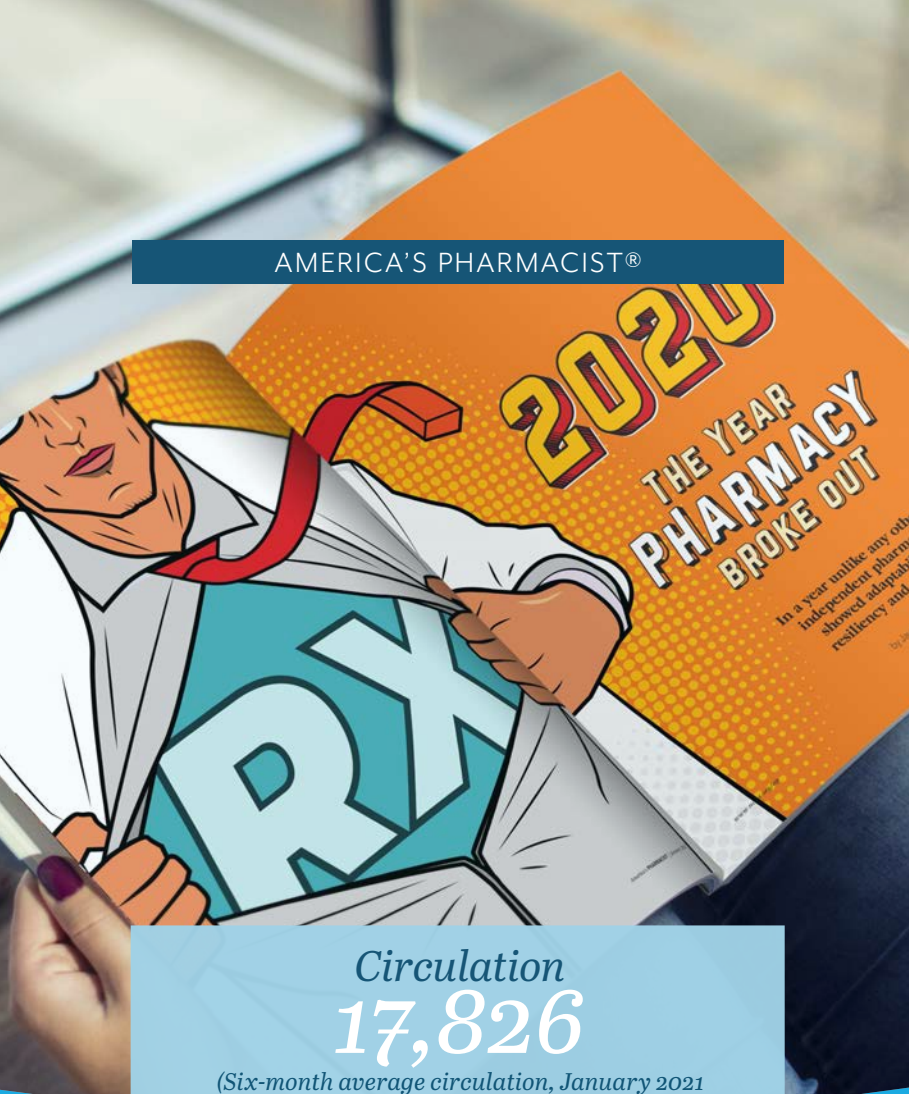
Pharmacy practice settings offered in 2021

INDEPENDENTS	19,397
TRADITIONAL CHAINS	21,009
SUPERMARKETS	9,431
MASS MERCHANT	7,284

Source: 2021 NCPA Digest, sponsored by Cardinal Health

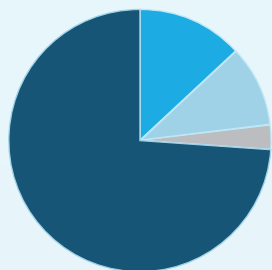


AMERICA'S PHARMACIST®



Circulation
17,826

(Six-month average circulation, January 2021 through June 2021)



- Pharmacist owners/
managers: 74%
- Staff Pharmacists: 13%
- Future Pharmacists: 10%
- Other: 3%

AMERICA'S PHARMACIST® MAGAZINE

America's Pharmacist® magazine is the official monthly publication of the National Community Pharmacists Association.

America's Pharmacist delivers the readers that matter most to you. Our publication reaches the top decision makers and community leaders in nearly 19,400 independent community pharmacies around the country.

OUR READERSHIP

The average subscriber shares their copy with 2.5 other readers, more than doubling the circulation's reach. About half of those other readers are pharmacists.*

Subscribers are high-level professionals who work for businesses that operate pharmacies.*

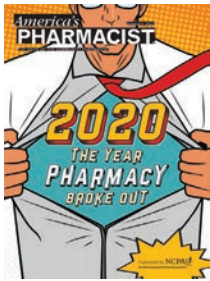
- Four in five (79 percent) are owners/partners/managers. Another 9 percent are staff pharmacists.
- Among employed subscribers, 92 percent indicated their business operates at least one pharmacy. A majority operate one to four pharmacies (79 percent), while on the other end of the spectrum, only 3 percent operate 15 or more.

America's Pharmacist has an engaged audience that holds the publication in high regard.*

- The typical subscriber has read or looked through three of the last four issues of America's Pharmacist, and spends 41 minutes reading/looking through a typical issue.
- Nine in ten subscribers (91 percent) at least skim a typical issue of America's Pharmacist.

*Based on 2020 Readex Readership Study





AMERICA'S PHARMACIST® MAGAZINE

2022 EDITORIAL CALENDAR



JANUARY

Year in Review

Ad space reservation: Dec. 1, 2021

Ad materials due: Dec. 5, 2021

FEBRUARY

Mental Health

Exclusive bonus distribution: *National Community Pharmacists Association's Multiple Locations Conference*

Ad space reservation: Jan. 1, 2022

Ad materials due: Jan. 5, 2022

MARCH

2022 NICE Awards Flip the Pharmacy update

Ad space reservation: Feb. 1, 2022

Ad materials due: Feb. 5, 2022

APRIL

Your State Associations, who they are and what they are doing for you

Exclusive bonus distribution: *National Community Pharmacists Association National Legislation and Government Affairs Conference*

Ad space reservation: March 1, 2022

Ad materials due: March 5, 2022

MAY

Technology

Ad space reservation: April 1, 2022

Ad materials due: April 5, 2022

JUNE

Adherence in the 21st century

Ad space reservation: May 1, 2022

Ad materials due: May 5, 2022

JULY

Annual Ideas issue

Bonus distribution: *McKesson Ideashare Conference, Cardinal Health, RBC Conference, AmerisourceBergen ThoughtSpot*

Ad space reservation: June 1, 2022

Ad materials due: June 5, 2022

AUGUST

Update on hearing aids

Ad space reservation: July 1, 2022

Ad materials due: July 5, 2022

SEPTEMBER

Front-end trends

NCPA Pre-Convention issue

Bonus distribution: *National Community Pharmacists Association's 2022 Annual Convention*

Ad space reservation: Aug. 1, 2022

Ad materials due: Aug. 5, 2022

OCTOBER

Annual NCPA Convention Issue Community Pharmacy Fellowship update

Bonus distribution: *National Community Pharmacists Association's 2022 Annual Convention*

Ad space reservation: Sept. 1, 2022

Ad materials due: Sept. 5, 2022

NOVEMBER

Long-term care

Ad space reservation: Oct. 1, 2022

Ad materials due: Oct. 5, 2022

DECEMBER

Compounding and pet meds

Ad space reservation: Nov. 1, 2022

Ad materials due: Nov. 5, 2022

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



AMERICA'S PHARMACIST® MAGAZINE

2022 ADVERTISING RATES

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 Jan. 1, 2022.**

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 fifth of the month preceding issue date.

PREMIUM POSITION RATES

For special or guaranteed positions, other than covers, advertisers will be charged a 15 percent premium added to their earned space rate.



FOUR-COLOR RATES

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

Full Page	\$7,380	\$7,135	\$6,880	\$6,385	\$6,025	\$5,880	\$5,775	\$5,680
1/2 Page	\$5,280	\$5,135	\$4,985	\$4,700	\$4,495	\$4,410	\$4,350	\$4,295
1/4 Page	\$3,810	\$3,740	\$3,665	\$3,515	\$3,415	\$3,375	\$3,350	\$3,315

NON-MEMBER RATES

Full Page	\$7,885	\$7,610	\$7,340	\$6,785	\$6,395	\$6,225	\$6,120	\$6,005
1/2 Page	\$5,575	\$5,415	\$5,255	\$4,935	\$4,705	\$4,610	\$4,545	\$4,480
1/4 Page	\$3,945	\$3,875	\$3,790	\$3,635	\$3,515	\$3,470	\$3,535	\$3,405

BLACK AND WHITE RATES

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

Full Page	\$5020	\$4770	\$4520	\$4020	\$3665	\$3515	\$3415	\$3320
1/2 Page	\$2920	\$2770	\$2625	\$2335	\$2130	\$2045	\$1985	\$1930
1/4 Page	\$1450	\$1375	\$1300	\$1155	\$1055	\$1015	\$985	\$955

NON-MEMBER RATES

Full Page	\$5525	\$5250	\$4975	\$4420	\$4030	\$3,865	\$3760	\$3645
1/2 Page	\$3215	\$3055	\$2890	\$2570	\$2340	\$2,245	\$2185	\$2120
1/4 Page	\$1585	\$1500	\$1430	\$1270	\$1155	\$1,110	\$1075	\$1045

COVER RATES*

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

Inside Front Cover	\$8,640	\$8,325	\$8,010	\$7,380	\$6,945	\$6,760	\$6,635	\$6,510
Inside Back Cover	\$8,390	\$8,085	\$7,790	\$7,180	\$6,760	\$6,585	\$6,455	\$6,340
Back Cover	\$9,900	\$9,520	\$9,145	\$8,390	\$7,865	\$7,630	\$7,485	\$7,340

NON-MEMBER RATES

Inside Front Cover	\$9,270	\$8,925	\$8,580	\$7,885	\$7,400	\$7,190	\$7,055	\$6,920
Inside Back Cover	\$8,990	\$8,660	\$8,325	\$7,665	\$7,200	\$7,005	\$6,865	\$6,740
Back Cover	\$10,645	\$9,795	\$9,815	\$8,990	\$8,410	\$8,160	\$8,000	\$7,830

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

INSERT/OUTSERT RATES-PRICES BASED ON 2 SIDES

1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
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NCPA CORPORATE MEMBER RATES

\$10,050	\$9,545	\$9,040	\$8,030	\$7,330	\$7,035	\$6,835	\$6,625
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NON-MEMBER RATES

\$11,045	\$10,500	\$9,945	\$8,840	\$8,065	\$7,735	\$7,725	\$7,300
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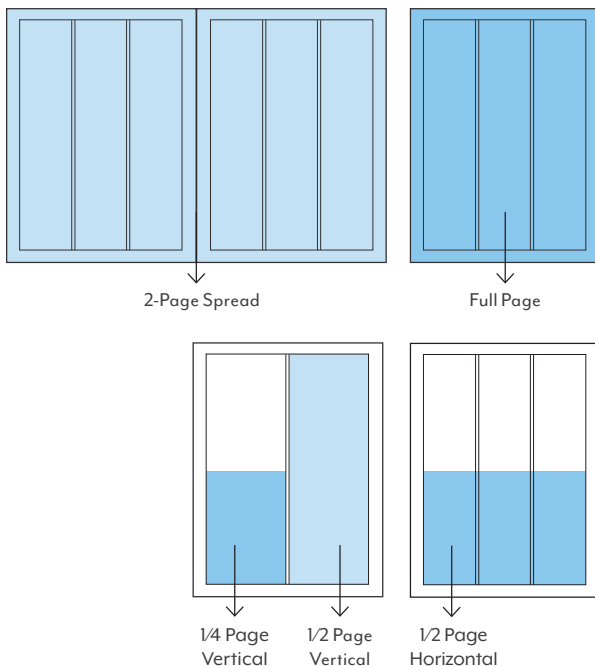
AMERICA'S PHARMACIST® MAGAZINE

GUIDELINES FOR AD SUBMISSION

Ad Size	Dimensions (Width-By-Height In Inches)	
	Non-Bleed Live Area	Trim*
2-Page Spread	15 1/4 X 9 7/8	16 1/4 X 10 7/8
Full Page	7 7/8 X 9 7/8	8 7/8 X 10 7/8
1/2-Page Vertical	3 3/8 X 9 7/8	N/A**
1/2-Page Horizontal	7 7/8 X 5	N/A**
1/4-Page Vertical	3 3/8 X 5	N/A**

* With this measurement, please allow for the industry-standard 0.125 bleed beyond trim on all sides (crop marks). If you do not have a bleed, set the ad size to the live area, which allows white space extending to the trim (edge of paper).

** All ad sizes less than a full page should be designed to the live area indicated for the size. No bleeds are allowed.



MAGAZINE SPECS

Trim size: 8 1/8 x 10 7/8 inches

Ink: CMYK process

PMS color: Convert PMS to CMYK before making press-optimized PDF.

Bleed: 1/8 inch beyond trim

Live matter: Keep 3/8 inch inside trim.

Halftone screen: 150 line screen (300 dpi)

Type of binding: All issues are perfect-bound.

Disposal of plates: Printing materials are held at the printer for one year, after which they are destroyed unless instructed otherwise.

DIGITAL REQUIREMENTS

America's Pharmacist will accept a press-optimized PDF. To make and upload a press-optimized PDF, simply follow these four easy steps.

Step 1. Preflight. Before making your PDF, preflight and collect your files.

Incorrectly supplied ad files may affect your cost and delay production.

Step 2. Press-optimized PDF. To make a press-optimized PDF, be sure to edit the PDF style as follows:

- **Compression—no sampling change:** 300 dpi for color and grayscale, 800 dpi for monochrome. 8-bit quality for color and grayscale, default for monochrome. Zip compression. Check "Compress Text and Line Art."
- **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 Ssite. Upload press-optimized PDF to NCPA's FTP site. (You'll need Fetch or Cyberduck software, both free online.)

Host name: media.americaspharmacist.net

Username: apmediakit

Password: APmedial

Step 4. Email notification. Immediately notify Nina Dadgar (nina.dadgar@ncpa.org) that your ad has been uploaded and indicate the file name.

Include a clearly marked 72 dpi PDF for viewing purposes only.

Continued on the following page



GUIDELINES FOR AD SUBMISSION (continued)

PRE-PRINTED AD INSERTS/OUTSERTS

Recommended trim size: 8 x 10 1/2 inches on 70–100 lb. text weight paper.

Inserts: Bound-in or tipped-in. Bound-in inserts require an additional 3/8-inch minimum flap for binding.

Tip-on inserts: Max size is 6 width by 5 high.

Outserts: Requires polybagging.

Pre-authorization: Send a preliminary 72 dpi 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

Vice President, Business Development
National Community Pharmacists Association
100 Daingerfield Road
Alexandria, VA 22314
(703) 838-2673
nina.dadgar@ncpa.org

TERMS AND CONDITIONS OF THE NATIONAL COMMUNITY PHARMACISTS ASSOCIATION (NCPA®)

- 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 attorneys' 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."
- Cancellations are not accepted after the closing date shown on the published rate card.
- Requested positions are not guaranteed unless a special position premium has been paid or said premium waived in writing.
- 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 percent 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 website and NCPA qAM 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 percent 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 an 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 the publisher affecting production or delivery in any manner. Any deliberate attempt to simulate a publication's format is not permitted.



WHITE PAPERS

NCPA
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION

*A Guide to
Implementing
Vaccine
Services in
Community
Pharmacy*

SUPPORTED BY 

*Expand
your reach*

educate | promote | connect

AMERICA'S PHARMACIST® MAGAZINE

OTHER PROMOTIONAL OPPORTUNITIES

WHITE PAPERS

Need to educate pharmacists about a new product, service, or procedure? Simply write a piece and submit it to NCPA for approval. We will design and send it to you review, and then print and mail it with an issue of the magazine.

Call or email for details.

NEW AP PRODUCT FOCUS

We are introducing a new department in the magazine that will focus on one company. It will have your company's contact information and product pictures, if applicable. Work with the America's Pharmacist editorial team for a write-up about your company, which can also include customer testimonials.

Cost: \$9,995.

“PRs has been advertising in America's Pharmacist for many years. We meticulously track our leads, so we know through the data that we collect what works and what doesn't. We know that advertising with NCPA works! We can actually see a spike in our web traffic when the magazine comes out each month and when we do an email campaign through NCPA, so we know that we are effectively reaching our potential customers. We consistently get leads from our marketing through NCPA resulting in a great return on our investment, so we will continue to include NCPA as a mainstay of our marketing efforts. If you are looking to reach independent pharmacy owners, you should be including NCPA marketing channels as part of your overall marketing plan.”

Harry Lattanzio, RPh.
President
PRs Pharmacy Services





Veritor™

SPONSORED HTML E-BLAST

This year, let's all be ready

As people return to social settings, the upcoming flu season may prove to be a little more complicated than usual as patients wonder if their symptoms are COVID-19 or the Flu.



Eucerin™

GOES BEYOND CERAMIDES

to improve and sustain the skin's moisture barrier



EUCERIN ADVANCED REPAIR

Reach

15,000+

NCPA members and non-members

PEN NEEDLE
UltiGuard™ SafePack

CHANGE AGENT.



You act—and our world transforms.

When you choose UltiMed's Pen Needle UltiGuard Safe Pack, you lead through better patient and community care.

Give Patients More

ELECTRONIC MARKETING

NCPA'S DIGITAL ADVERTISING

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 email. Plus, you can combine electronic and print advertising to give your products or services maximum exposure at a great value!

SPONSORED HTML E-BLAST (eALERTS)

A sponsored eAlert is the best way to promote your product, webinar, availability of new drug, white paper or other call to action campaign to drive NCPA members and non-members directly to your own landing page. Provide us with the creative (HTML email) and we will send out a dedicated, sponsored email to our daily subscribers that have opted in to marketing messages to promote your product or service. All sponsored email is labeled as (sponsored) at the start of the subject line. NCPA will provide basic open and click rates upon request.

SUBSCRIBERS: 15,000+ NCPA members and non-members

AVERAGE OPEN RATE AND CLICK THROUGH RATE:

Open rate: 11 percent

Click-through rate: 4 percent

e-Alerts	Corporate member	Non-member
One	\$6,000	\$8,000
2 eAlerts	\$10,500	\$14,000
3 eAlerts	\$16,500	\$21,000
4 eAlerts	\$21,500	\$28,000



qAM NEWSLETTER



35% open rate

Monday through Thursday

ELECTRONIC MARKETING

ELECTRONIC NEWSLETTER ADVERTISING

NCPA qAM NEWSLETTER

CONTENT: Important news from NCPA affecting independent community pharmacies.

SUBSCRIBERS: 15,000+ NCPA members and non-members

DROP DAY: Monday through Thursday

OPEN RATE: 35 percent

NCPA'S PROFIT MAKERS

CONTENT: Important quick tips and news to be used in the front end of community pharmacies.

SUBSCRIBERS: 2,000+ pharmacy owners/managers, marketing managers, front-end managers

DROP DAY: Every other Saturday

OPEN RATE: 68 percent

Location	Cost	Dimensions	Creative type	Max file size
qAM button ad	\$500 per issue members, \$850 per issue non-members	295 w x 85 h	jpeg/gif	10k
qAM text ad	\$500 per issue members, \$850 per issue non-members	Title: max 60 characters		Copy: max 150 characters
Profit Makers banner ad	\$850 per issue, Members, \$1350 non-members	500 w x 60 h	jpeg/gif	10k
Profit Makers text ad	\$850 per issue, Members, \$1,350 non-members	Title: max 60 characters		Copy: max 150 characters





WWW.NCPA.ORG

The *voice* of the community pharmacist.

OUR MISSION

YOUR AD HERE
AD SIZE: 250PX X 250PX
VISIT NCPA.ORG

86,161

average monthly page views

73,858

average unique page views

1:52

average time on site

ELECTRONIC MARKETING

WEB ADVERTISING

NCPA WEBSITE, WWW.NCPA.ORG

AVERAGE MONTHLY PAGE VIEWS: 86,161

AVERAGE UNIQUE PAGE VIEWS: 73,858

AVERAGE TIME ON SITE: 1 :52

Minimum commitment of 3 months. Each space is Run of Site (ROS) for entirety of the month.

Location	Cost/month	Dimensions	Creative type	Max file size
Sticky ad	\$2,500 members, \$5,000 non-members	250 w x 250 h	jpeg/gif	250k
Leaderboard	\$3,500 members, \$5,000 non-members	728 w x 90 h	jpeg/gif	250k
Billboard	\$4,500 members, \$6,000 non-members	970 w x 250 h	jpeg/gif	250k

DIGITAL AD RETARGETING

Expand your reach by bundling your web ad on NCPA's website with Digital Ad Retargeting.

WHAT IS AD RETARGETING?

Ever look at a pair of shoes online or a potential vacation spot, and then for the next couple of weeks you notice ads for those same shoes or vacation spots seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites.

Location	Cost/month	Dimensions	Creative type	# of impressions
Small	NCPA web ad+ \$3,000	300 w x 250 h	jpeg/gif	90,000
Medium	NCPA web ad+ \$5,000	728 w x 90 h	jpeg/gif	180,000
Large	NCPA web ad+ \$7,000	160 w x 600 h	jpeg/gif	300,000





ANNUAL CONVENTION AND TRADE EXPO

Largest
independent
pharmacy convention

EVENT MARKETING

There are plenty of opportunities for your company to be in front of independent community pharmacists, through our various live and/or virtual events throughout the year.

NCPA'S ANNUAL CONVENTION

Every October pharmacy owners and staff from around the country gather at NCPA's Annual Convention to learn new strategies for their business, network with other pharmacies, and find new products and services. Exhibit and sponsorship opportunities are available.

NCPA'S MULTIPLE LOCATIONS CONFERENCE

Every February NCPA holds a small intimate meeting for multiple store pharmacy owners. A limited number of tabletop exhibits are available.

NCPA'S PHARMACY OWNERSHIP WORKSHOP

NCPA holds three live meetings a year for pharmacists who are interested in owning their own stores. This is a great time to get in front of these future owners. If the meeting can't be live, then it will be virtual. Tabletop exhibit opportunities are available at this event, limit 15 companies per event. **Cost of table top exhibit is \$1,000 per event.**

ENHANCED SERVICES BOOT CAMP

Guided by input from community pharmacy owners, the NCPA Innovation Center developed a flagship program, Enhanced Services Boot Camp, to educate current owners on the transition to and operations of a service-oriented business. The goal of the program is to empower community pharmacists to "re-engineer their practices" to participate in enhanced service opportunities. Tabletop exhibits opportunities are available at this event. NCPA typically plans two live events per year. **Cost of tabletop exhibit is \$2,500 per event.**

NCPA STUDENT OWNERSHIP BOOT CAMP

At this one-day event, the NCPA Student Ownership Boot Camp provides student pharmacists with six hours of ownership expertise from financiers, CPAs, business coaches, and current pharmacy owners. This is your chance to get in front of future owners. One live event and two virtual events a year. **\$15,000 per live event; \$7,500 per virtual event**



LIVE WEBINARS

Unique
promotional
opportunities

Promotion	Corporate member	Non-member
Pharmacist e-survey	\$7,500	\$12,500
Interactive quiz	\$15,000	\$22,000
Business Booster webinar	\$5,500	Not available
Podcast	\$6,000	\$8,000

OTHER PROMOTIONAL ITEMS

PHARMACIST E-SURVEY

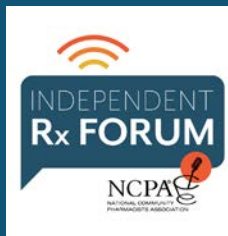
Give us your 10 questions (not including demographic questions), and NCPA will format, and send it out via email it out to members and non-members. We will tabulate the results and deliver them to the sponsor.

INTERACTIVE QUIZ

NCPA can deliver your educational message through an interactive quiz, where the test takers are engaged and at the same time they can measure their responses with their peers. NCPA will work with your team to come up with the most engaging questions, and will promote the quiz via its social media and online platforms. Quiz will stay on NCPA website for one year.

LIVE WEBINARS

NCPA's Business Booster webinar series brings your messaging in front of independent pharmacy owners/managers via live webinar. NCPA goes a step further and records these presentations and hosts them on the NCPA website for any owner who couldn't attend the live webinar. The only requirement is that the organization MUST be an NCPA corporate member. Webinars are one hour long and take place on Tuesday at 2 p.m. ET. NCPA will take care of all the promotions and logistics, and give you the leads so you can follow up with them.



PODCAST

NCPA has teamed up with *Pharmacy Times* to bring relevant and timely information to independent pharmacy owners/managers. As the sponsor of the podcast, you have a 30-second advertisement read by the host at the start of the podcast and a thank you on the outro of the podcast. NCPA will have at least one podcast per month.

NCPA CORPORATE MEMBERSHIP

NCPA Corporate Membership benefits you, your company, and the industry by providing a variety of ways for you to be better informed, actively participate in the association process, and sell more. Plus, NCPA promotes our corporate members throughout the year to independent pharmacy owners/managers and lets them know that you are supporting them so they should be supporting you.

ncpa.org/corporate-membership-program.

SOCIAL MEDIA ADVERTISING

NCPA will post your promotional message on its social media channels, like Twitter and LinkedIn. Send us your image or your text and we will do the rest (subject to approval).

Cost per month	Basic (10 posts per month)*	Pro (20 posts per month)*
Corporate members	\$900	\$1,750
Non-members	\$1,200	\$1,950

*Posts will be across NCPA's social media channels such as Twitter and LinkedIn, days and times will be at NCPA's discretion (posts are subject to approval).



Social media
opportunities

BUNDLING OPPORTUNITIES

Get the most of your promotional dollars by bundling your print, digital, events, webinars, and podcasts.

ADVERTISING BUNDLES:

BUNDLE 1

Print ad (3 months)

Web advertising (3 months)

qAM (4 ads to be used in 1 month)

BUNDLE 2

Print ad (6 months)

Web advertising (6 months)

qAM (8 ads to be used in 2 months)

Podcast (1 month sponsorship)

Business Booster webinar – 1 per calendar year (need to be corporate members)

BUNDLE 3

Print ad (12 months)

Web advertising (12 months)

qAM (12 ads to be used in 4 months)

Podcast (2 month sponsorship)

Business Booster webinar – 2 per calendar year (need to be corporate members)

EVENTS BUNDLE:

Get the most exposure by being present at:

NCPA's Ownership Workshop

Enhanced Services Boot Camp

Student Ownership Boot Camp

Discounted pricing available for participating at all three events. Call or email for pricing.



CONTACTS

ADVERTISING, CORPORATE MEMBERSHIP, EVENTS:

Nina Dadgar

Vice President, Business Development

Email: nina.dadgar@ncpa.org

Direct: (703) 838-2673

Whitney Lynch

Manager, Business Development

Email: whitney.lynch@ncpa.org

Direct: (703) 838-2656

EDITORIAL

Chris Linville

Managing Editor

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