



2016 Integrated Portfolio

- **AJHP: American Journal of Health-System Pharmacy™**
Official Journal of the American Society of Health-System Pharmacists
- **2016 ASHP MCM and Summer Meeting News & Views Meeting Newspapers**
- **2016 ASHP MCM and Summer Meeting Programs**
 - **AJHP Supplements**
 - **AJHP eToc**
 - **AJHP Voices**
 - **AJHP Residents Edition**



Advertising Representatives
Cunningham Associates
 180 Old Tappan Rd.
 Old Tappan, NJ 07675
 (201) 767-4170; Fax: (201) 767-8065
 TEAMASHP@cunnasso.com

DECEMBER 4 - 8, 2016 LAS VEGAS, NEVADA

2016 AJHP Advertising Rates & Data

AJHP: American Journal of Health-System Pharmacy™ Official Journal of the American Society of Health-System Pharmacists www.ajhp.org

Editor: Daniel J. Cobaugh

Print Frequency: 22 times per year, published on the 1st & 15th of each month, except 1/1 & 5/1, which are published online only.

Established: 1943

Editorial: Original articles of particular interest to the directors and staffs of the pharmacy departments of the nation's health-systems: hospitals, ambulatory care clinics, home care settings, long-term care facilities and managed care organizations. The focus is on drug-use, the pharmacist's role in organized health care delivery, the drug therapeutics information that pharmacists need to perform their clinical roles, and the use of automation to assist in drug delivery.

Special editorial features: News, Clinical Reviews, Therapy Updates, Clinical Consultation, Primers, Clinical/Practice Reports, Editorials, Commentaries, Pharmacy Abroad, Management Consultation, Frontline Pharmacist, Questions and Answers, Reflections, and Letters.

Requirements for acceptance of professional products for advertising: Advertising will be accepted, subject to editorial approval, for drug products as well as for pharmaceutical equipment, books, and other items used in health systems. Advertising in American Journal of Health-System Pharmacy is subject to the "ASHP Statement of Advertising Policy", a copy of which will be sent by the Advertising Representative upon request.

Requirements for ad clearance: Advertising should not be deceptive or misleading. Layout, artwork and format should be such as to avoid confusion with the editorial content. For clearance, send copy to the Editor. Clearance within 10 days.

Advertising acceptance of non-professional products or services: Advertising accepted, subject to editorial approval, for items used in health systems.

Circulation

January 15, 2015	
Total Paid	41,014
Total Free	190
Total	41,204

Circulation Verification

Publisher's statement based on post office receipts.

Coverage and Market

a. Coverage: 100% paid, 98% domestic, 2% international, serving pharmacists in the nation's health systems.

b. Market: ASHP's readers are those responsible for drug control, purchasing, and drug distribution, including: Pharmacy Formulary Members, Pharmacy & Therapeutics Committee Members (P&T), Hospitals, Health-Systems, Ambulatory Services, Outpatient Departments, Pharm. D., Clinics, Directors of Pharmacy, Patient Counseling, Residency Trained and Clinical Pharmacists, and full scope of pharmacy "practice" in hospitals and health-systems.

ASHP members can select one of several membership sections in which to be a primary member and which reflects their respective area of interest. Membership as of 12/31/14 in these sections was:

Ambulatory Care Practitioners: 4,268
Clinical Specialists and Scientists: 6,722
Inpatient Care Practitioners: 7,068

Pharmacy Informatics and Technologists: 1,633
Pharmacy Practice Managers: 4,641



ASHP Marketing Opportunities

ASHP Meeting Opportunities

ASHP conducts two meetings each year, the Summer Meeting in June and the Midyear Clinical Meeting in December and offers the following marketing opportunities available to all exhibitors:

Meeting Newspapers: ASHP Meeting News & Views

The official daily print publications of the ASHP Meetings

- ASHP Summer Meeting News & Views: Published four times (June 11-14) during the meeting in Baltimore, MD
- ASHP Midyear Clinical Meeting News & Views: Published five times (December 3-7) during the meeting in Las Vegas, NV
- Cover tips available for the Midyear Clinical Meeting only

Meeting Programs

- Summer Meetings Program: Included in the May 15th issue of AJHP, open to all advertisers
- Midyear Clinical Meeting Program: A free standing program available on a limited sponsorship basis
- The Midyear Clinical Meeting Program is distributed to all registrants.

AJHP Opportunities

AJHP Cover tips & Outserts

- High visibility positions available on a first-come basis
- Limited availability, one per issue

AJHP Supplements

- Available exclusively on a limited basis, one per issue
- Educational in nature and scope
- Continuing Pharmacist Education (CPE) may be included

AJHP Voices

- A new Podcast sponsorship opportunity features interviews on contemporary pharmacy issues
- Available on a limited sponsorship basis

AJHP Residents Edition

- A quarterly online supplement to AJHP
- Serves as the premier forum for pharmacy residents and recent residency graduates to showcase projects carried out during their residency training
- Available on a limited sponsorship basis

Contact TeamASHP@cunnasso.com for details on these special opportunities.

2016 AJHP Advertising Rates

Staff

Editor: Daniel J. Cobaugh
Managing Editor: Maryam R. Mohassel
Advertising Production Manager: Nasrine Sabi
Advertising Representatives: Kevin Dunn, Jim Pattis, Jim Cunningham

Print Frequency: 22 times per year, published on the 1st & 15th of each month, except 1/1 & 5/1, which are published online only.

Agency commission: 15% of gross billing on space, color and preferred positions. Billing directed to the advertising agency at the net rate is approved on condition that the advertiser will accept full responsibility for payment if the agency does not remit within 90 days. This payment obligation also applies to sponsors of educational grants and journal supplements.

Closing dates for space:

- Reservations: 1st and 15th of month preceding cover date
- Cancellations: Not later than 1st and 15th of month before month of insertion (e.g., December 1 and 15 for January 1 and 15 issues, etc.)

Earned rates:

- Earned rates are based on the total number of insertions (full or fractional pages) used within a calendar year or a 12-month contract period. Pages run in AJHP and the Meeting Programs may be combined for frequency discounts.
- Space purchased by a parent company and with subsidiaries is combined for accounting of earned rate.

Bleed: No extra charge for bleed.

2016 ASHP advertising frequency: All ad pages, in all ASHP publications, including the ASHP Meeting Newspapers, are added to your 2016 frequency. This includes any free pages gifted under ASHP advertising incentives.

Cover and preferred position rates: On a 12 or 24 time basis only. Non-Cancellable.

- 2nd Cover: 25% extra. Page one (opposite 2nd Cover): 25%; only spread ads are accepted for 2nd Cover and 1st Page.
- 3rd Cover: 25% extra
- 4th Cover: 50% extra
- Other preferred positions: First ad after Table of Contents, News, Questions and Answers, Management Consultation, Letters, Editorial (LHP only), and Career Opportunities, 10% extra. Opposite first article, 15% extra. An additional charge may be assessed for special position requests or for unique advertising units (e.g., printed ad followed immediately by furnished insert) that have limitations on their placement. Check with Advertising Representative.

Miscellaneous:

- Contracts accepted on annual basis.
- Uniform rate and discounts to all advertisers using same amount and kind of space.
- No concessions from regular advertised rates.

2016 Advertising Rates

(Black-and-white rates)

	1x	6x	12x	24x	36x	48x	60x	72x	84x	96x	108x	120x
One Page:	\$5,135	\$5,005	\$4,880	\$4,760	\$4,641	\$4,525	\$4,410	\$4,300	\$4,195	\$4,090	\$3,985	\$3,885
Half Page:	\$3,485	\$3,400	\$3,315	\$3,232	\$3,150	\$3,070	\$2,995	\$2,920	\$2,845	\$2,774	\$2,705	\$2,640
Inserts												
2 Page	\$10,880	\$10,610	\$10,345	\$10,085	\$9,830	\$9,585	\$9,345	\$9,115	\$8,887	\$8,665	\$8,445	\$8,235
4 Page	\$21,685	\$21,145	\$20,615	\$20,100	\$19,595	\$19,110	\$18,630	\$18,165	\$17,710	\$17,265	\$16,833	\$16,415
8 Page	\$43,785	\$42,690	\$41,625	\$40,585	\$39,570	\$38,580	\$37,615	\$36,675	\$35,755	\$34,865	\$33,990	\$33,140
eTOC ads per month	\$1,350	\$1,315	\$1,285	\$1,250								

(eTOC rates are Net of agency commission)

Color rates

Standard color: \$1,100
 Matched colors: \$1,135
 4-colors: \$2,975
 Metallic colors: \$2,500

Outserts

\$47,250 Gross (if supplied)/\$40,162.50 Net
 \$53,000 Gross (if ASHP Prints)/\$45,050 Net

Cover tips

\$34,500 Gross (if supplied)/\$29,325 Net
 \$40,250 Gross (if ASHP Prints)/\$34,212.50 Net

AJHP: Advertising Incentives/Bonus Distribution/Publication & Closing Dates

Ad pages placed in all ASHP publications, including the Meeting Programs and ASHP News & Views are combined for your earned frequency. This includes any free insertions earned under the AJHP incentives listed below:

- Run your new product teaser ad or the approved product launch ad in any three (3) issues and receive one (1) additional free insertion in any 2016 issue.
- Run six (6) same product insertions in any issues throughout the calendar year and receive a seventh (7th) insertion free in any other 2016 issue.
- Run ten (10) same product insertions in any issues throughout the calendar year and receive two (2) free insertions in any other 2016 issues.
- Run eighteen (18) insertions for any product within your product line and receive four (4) free insertions for any product within your product line. Free ads must be of equal or smaller size.
- Free ad pages are earned for ads of the same or smaller number of ad pages or for a credit against a larger ad unit.
- A maximum of eight (8) free ad pages for one product can run in a single issue.
- Run your ad in both issues in the same month and your 1st ad will be billed at the earned rate and the 2nd ad at the 120x rate.
- Extend your reach with Augmented Reality (AR)



Special Issues/Bonus Distribution:

- May 15th: Summer Meetings Preliminary Program
- June 1st: Bonus Distribution at Summer Meetings
- August 15th: Summer Meetings Speeches
- October 15th: Midyear Clinical Meeting Preliminary Program
- December 1st: Bonus Distribution at the Midyear Clinical Meeting

Publication & Closing dates	Reservation Deadline	Material deadline
1/15	12/15	12/18
2/1	1/4	1/11
2/15	1/15	1/25
3/1	2/1	2/8
3/15	2/15	2/22
4/1	3/1	3/7
4/15	3/15	3/21
5/15	4/15	4/25
6/1	5/2	5/9
6/15	5/16	5/20
7/1	6/1	6/6
7/15	6/15	6/20
8/1	7/1	7/6
8/15	7/15	7/20
9/1	8/1	8/8
9/15	8/15	8/22
10/1	9/1	9/6
10/15	9/15	9/20
11/1	10/3	10/7
11/15	10/17	10/24
12/1	11/1	11/7
12/15	11/15	11/17

For possible extension dates please contact TeamASHP@cunnasso.com.

AJHP Mechanical Specifications

Unit Sizes:

	Width	Height
Full Page	7"	10"
1/2 Page—Horizontal	7"	4-3/4"
1/2 Page—Vertical	3-1/4"	10"

Bleed Dimensions:

a. **Full Page:** 8-1/2" x 11-1/4". Fractional Units: Not pertinent
Gutter Bleed: 8-1/2" x 11-1/4"

b. Trim size of publications:

8-1/8" x 10-7/8"; keep essential matter 1/2" from trim edges.

Insert requirements:

a. **Sizes:** Same for 2-page, 4-page, etc. inserts. Overall size 8-1/2" x 11-1/4", spread inserts for backup, 17" x 11-1/4". Allow 1/2" additional for press gripper (12") for backup printing. Final trim is 8-1/8" x 10-7/8".

b. **Trimming:** 3/16" on all sides.

c. **Stock Weight Acceptable:** 80 lb. coated text stock maximum for standard inserts; gatefolds and other shortcut inserts are not acceptable.

d. **Quantity:** Approximately 44,000. Check with Advertising Manager on circulation of particular issue in which insert is to be used.

e. **Closing date for inserts:** 1st and 15th of the month before month of issue (e.g., January 1 and 15 for February 1 & 15 issues). Check with Advertising Manager for extensions.

Paper stock:

a. **Inside pages:** 50 lb. enamel.

b. **Covers:** 100 lb enamel.

c. **4-color process:** 50 lb enamel.

Type of binding: Perfect bound.

Printing specifications:

a. AAAA/MPA/ABP offset standards apply.

b. **Preferred material:** Digital art submission is preferred.

c. **B/W and 2-color screen:** Recommended, 120; Maximum 133.

d. **B/W and 2-color density:** Maximum 140%; only 1 color may be solid.

e. **4-color screen:** Recommended 120; maximum 133.

f. **4-color density:** Maximum 240%; y, r, b, blk. (Screen tone values of any one color should not exceed 85%).

g. **Number of Proofs:** Progs, 1 set.

h. **Proofing:** head/foot.

i. **Rotation of colors:** black, blue, red, yellow.

Reproduction material requirements: Electronic submissions preferred. Digital ad specifications:

a. Furnish your electronic ad layouts in the native application format. PC files preferred.

b. Use Adobe PostScript Type 1 outline fonts.

c. Furnish all screen and printer fonts for each typeface used.

d. Furnish all linked graphic files used in the final page file.

All graphics must be supplied in the CMYK color model.

If spot colors are to be used, make sure they are correctly named and specified to separate as a spot color in the final document. Furnish a hard copy proof of the ad that is representative of how it should look upon imaging.

e. Be sure that the page size of the supplied layout matches our trim size.

f. Center ad artwork on the document page for ads, allowing 1/8" on each side. There are no bleeds.

g. Keep a backup of all files submitted. Always submit a copy.

Closing date—mechanical:

a. Complete reproduction material:

Black and white, 2-color, 4-color, and covers: 1st and 15th of the month before month of issue (e.g., January 1 and 15 for February 1 & 15 issues).

b. **Publication-set copy—with proofs, without proofs:** Will set advertising copy at charge to be determined. Will supply proofs.

c. **Patches:** 1st and 15th of month before month of issue.

d. **Inserts:** 1st and 15th of month before month of issue.

Disposition of reproduction materials: Held for one year unless disposal instructions are received from advertiser. Original artwork returned in 30 days if requested.

Addresses:

a. For contracts, insertion orders, other instructions, publication-set copy and complete reproduction materials:

Nasrine Sabi, Advertising Manager,
American Journal of Health-System Pharmacy
7272 Wisconsin Avenue
Bethesda, Maryland 20814-4836
301.664-8677, Fax 301.634.5777
E-Mail: nsabi@ashp.org

b. For inserts:

Tina Pringle, Account Manager/Sheridan
Dartmouth Printing Company
69 Lyme Road, Hanover, NH 03755

c. For media kits and additional information contact:

TeamASHP@cunnasso.com
Jim Pattis (jpattis@cunnasso.com)
Kevin Dunn (kdunn@cunnasso.com)
Jim Cunningham (jcunningham@cunnasso.com)
Phone: (201) 767-4170