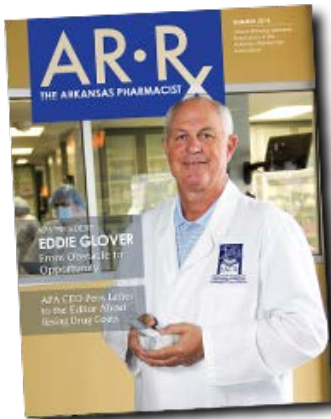


AR•Rx, The Arkansas Pharmacist

Circulation: *AR•Rx The Arkansas Pharmacist* is a quarterly journal published by the Arkansas Pharmacists Association (APA). It is distributed to 2,300 pharmacists in virtually every practice setting, pharmacy technicians, pharmacy students, plus pharmacy wholesalers, manufacturers, insurers, colleges of pharmacy, hospitals and software vendors. It is also sent to legislators at the state Capitol.



These professionals are directly involved in decisions to purchase: prescription drugs (brand name and generic), over-the-counter pharmaceuticals, diabetes aids, technology, containers, compounding chemicals and equipment, natural remedies, durable medical equipment, home test kits and other inpatient and outpatient products.

Editorial: The goal is to provide useful and timely information on the practice of pharmacy in Arkansas and the U.S. The publication provides feature articles on people and topics of interest to APA members; association news and reports; information on state and national legislative news and trends; University of Arkansas for Medical Sciences and Harding University Colleges of Pharmacy news; hospital, consultant and compounding reports.

Readership: A May 2012 survey of APA members revealed that of those who responded to the survey:

- **81%** *always* read *AR•Rx The Arkansas Pharmacist* and **16%** *sometimes* read it.
- **55%** spend 15 - 30 minutes and **22%** spend 30 - 45 minutes reading each issue of *AR•Rx The Arkansas Pharmacist*.
- As an APA member service, **73%** rated *AR•Rx The Arkansas Pharmacist* as either important or moderately important.
- **90%** rated *AR•Rx* good to excellent.

Regular Content:

- | | |
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Issue and content	Advertisements Due	To printer	Mail date
Summer 2016	June 22	July 11	July 25
Fall 2016	Sep 16	Oct 14	Oct 28
Winter 2017	Dec 16	Jan 18	Feb 1

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	Quarter page	3.75 x 4.75 vertical	\$850		\$840		\$830	
	Business card	2.35 vertical 3.5 x 2 horizontal	\$75		\$60		\$50	
Black & White	Full page	8.5 x 11	\$470		\$450		\$410	
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