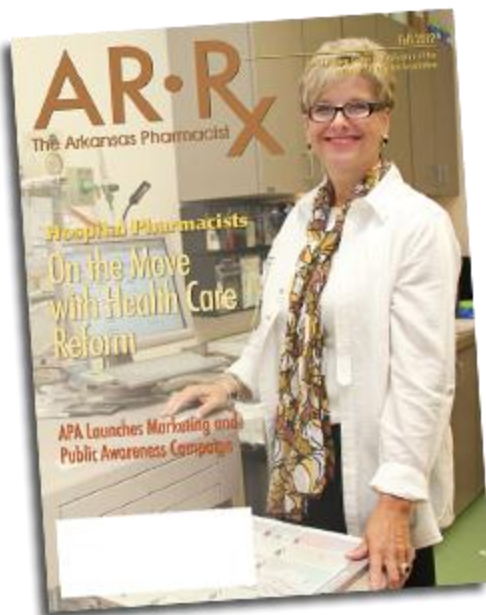


### **AR•Rx, The Arkansas Pharmacist**

**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:**

From the APA President  
Inside APA  
Cover and feature stories on pharmacy topics  
RX and the Law  
Safety Nets  
Member Spotlight  
Medicaid Report  
College of Pharmacy Reports: UAMS and Harding  
APA Academy Reports: Compounding Academy,  
Arkansas Association of Health-System  
Pharmacists, Consultants Academy

Quality Notes from AFMC  
Legislator Profile  
Pharmacist Immunization Program  
Member Spotlight  
APA Photo Section  
Member Classifieds  
APA Calendar of Events  
In Memoriam

<b>2013-2014 Submission Deadlines</b>			
<b>Issue and content</b>	<b>Advertisements Due</b>	<b>To printer</b>	<b>Mail date</b>
Winter 2013	Jan. 2	Jan. 15	Jan. 22
Spring 2013 (Convention issue)	March 29	April 12	April 19
Summer 2013	June 28	July 12	July 19
Fall 2013	Sept. 20	Oct. 4	Oct. 11
Winter 2014	Jan. 3	Jan. 17	Jan. 24
Spring 2014 (Convention issue)	March 28	April 11	April 18

### ***The Arkansas Pharmacist Ad Size and Rates***

	<b>Size</b>	<b>Dimensions</b>	<b>1X</b>	<b>Check Here</b>	<b>2X</b>	<b>Check Here</b>	<b>4X</b>	<b>Check Here</b>
<b>4-Color</b>	Full page	8.5 x 11	\$1,130		\$1,110		\$1,070	
	Half page	3.75 x 9.5 vertical 7.5 x 4.75 horizontal	\$1,020		\$1,010		\$980	
	Quarter page	3.75 x 4.75 vertical	\$850		\$840		\$830	
	Business card	2.35 vertical 3.5 x 2 horizontal	\$75		\$60		\$50	
<b>Black &amp; White</b>	Full page	8.5 x 11	\$470		\$450		\$410	
	Half page	3.75 x 9.5 vertical 7.5 x 4.75 horizontal	\$360		\$350		\$320	
	Quarter page	3.75 x 4.75 vertical 4.75 x 3.75 horizontal	\$240		\$230		\$220	
	Business card	2.35 vertical 3.5 x 2 horizontal	\$60		\$55		\$45	

### **Cover positions- Four Color Only**

	<b>Size</b>	<b>Dimensions</b>	<b>1X</b>	<b>Check Here</b>	<b>2X</b>	<b>Check Here</b>	<b>4X</b>	<b>Check Here</b>
Inside Front, Back or Back Cover	Full Page	8.5 x 11	\$1,356		\$1,332		\$1,284	

**DESIGN SERVICES:** APA offers in-house design services to help you with your ad design needs. Please call Eileen Denne at APA at 501-372-5250 for rates. Any ads submitted that are not camera-ready or do not meet the proper ad size will be re-set and production charges will be incurred at advertiser's expense.

**File Type:** All ads should be at least 300 dpi resolution, submitted electronically to [communications@arrx.org](mailto:communications@arrx.org) as PDF, JPEG, TIFF or EPS files. *When supplying files other than PDF, please include all original graphics used in file and all fonts used. Please ensure that your files color separate correctly.*

**Payment:**

Due 30 days from date of invoice.

**Contact:** Eileen Denne, Director of Communications, 501-372-5250, [Eileen@arrx.org](mailto:Eileen@arrx.org)

## Arkansas Pharmacists Association Print/Web Advertising Contract

Please complete this form in its entirety and return, signed to APA. Email a PDF to [Eileen@arrx.org](mailto:Eileen@arrx.org) or fax to 501-372-0546.

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment:** All ads are invoiced after publication. All payments are due 30 days from the date of invoice. After initial 30 days, a late fee of \$50 will be charged for every 30 days thereafter until payment is received.

**Cancellation Policy:** Cancellations and changes cannot be accepted after the closing date/deadlines. Advertisers receiving multiple frequency discounts who do not fulfill their contracts must rebook upon cancellation and run the ad within 12 months of the first date in the contract or be back-billed at the one-time rate for canceled ads.

**Advertising Requirements/Policies:** Multiple frequency advertisers wishing to run new ad copy must supply new artwork and notify APA of any changes before the closing date for issue. The publisher reserves the right to reject any advertising. Advertisers and their agencies assume liability for any claims which may arise from their advertising. Advertisements are interspersed throughout the editorial section of *The Arkansas Pharmacist*. Positioning of ads is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

This form will be used to secure space in APA's quarterly journal or website and will act as an intent to purchase advertising. **Check below and return with pages 2 and/or 3 with ad size and frequency checked.**

### ***The Arkansas Pharmacist:***

\_\_\_\_\_ Winter 2013 \_\_\_\_\_ Spring 2013 \_\_\_\_\_ Summer 2013 \_\_\_\_\_ Fall 2013 \_\_\_\_\_ Winter 2014

**Total Cost:** \_\_\_\_\_

**Billing:** \_\_\_\_\_ Company \_\_\_\_\_ Advertising Agency

**Payment:** \_\_\_\_\_ Send Invoice \_\_\_\_\_ Check enclosed \_\_\_\_\_ Charge MC / Visa / Amex / Discover

Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on card: \_\_\_\_\_ 3 or 4 digit code: \_\_\_\_\_

Signature: \_\_\_\_\_ Billing zip code: \_\_\_\_\_