

North Carolina Pharmacist Rate Card

~ Established in 1915 ~

Official Journal of the North Carolina Association of Pharmacists

General Information

North Carolina Pharmacist is the official journal of the North Carolina Association of Pharmacists. Founded in 1915, the Journal is a resource for pharmacists and health professionals in North Carolina, providing drug and practice information from across the state and around the world.

Advertising Opportunities

- Quarterly Electronic Journal
- Bimonthly Electronic Newsletters
- Banner Ad on NCAP Meeting App

Advertising Policies

The publisher reserves the right to reject any advertising. Advertisers and their agencies assume liability for all content of advertisements printed and for any claims which may arise from their advertising.

Advertisements are interspersed throughout *North Carolina Pharmacist*. The publisher has sole discretion concerning the positioning of ads within the Journal. Each electronic newsletter hosts only two advertisements positioned within the body of each issue.

Submission Guidelines

Ads should be submitted in JPEG or PDF format and sent to: rhonda@ncpharmacists.org

Terms of Payment

All payments are due 30 days from date of invoice. A five percent interest charge will be added for each month past due. Payment not received promptly authorizes publisher to pull ad.

Distribution

North Carolina Pharmacist and NCAP newsletters are published electronically to over 14,000 pharmacists and other pharmacy professionals. As an advertiser, your business will be promoted to our readers in the following ways:

- Your display ad will appear in our electronic Journal with a link directly to your website.
- Your business name will be posted on the index page of the electronic Journal with a link to your ad.
- The electronic Journal will be embedded on our website for future viewing, to give you permanent exposure.

Space Rates

1 Page

- Full (7-1/2" x 10")

1/2 Page

- Vertical (3-1/2" x 10")
- Horizontal (7-1/2" x 4-3/4")

1/4 Page

- Vertical (3-1/2" x 4-3/4")

1/8 Page

Electronic Newsletter

- Image (1 1/2" x 3")

Single Ad

\$650

\$525

\$350

\$200

\$150

Annual Contract

\$575

\$450

\$300

\$150

\$100

WINTER ISSUE

Jan/Feb/March
Materials: Feb. 1
Distributed: Mar. 15

SPRING ISSUE

April/May/June
Materials: May 1
Distributed: June 15

SUMMER ISSUE

July/Aug/Sept
Materials: Aug. 1
Distributed: Sept. 15

FALL ISSUE

Oct/Nov/Dec
Materials: Nov. 1
Distributed: Dec. 15

Advertising Contact - Rhonda Horner-Davis at rhonda@ncpharmacists.org