

Publisher

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Society

American Society of Health-System Pharmacists
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General Information

Editorial

The *American Journal of Health-System Pharmacy (AJHP)* is the official publication of the American Society of Health-System Pharmacists (ASHP). Established in 1943, it publishes peer-reviewed scientific papers on contemporary drug therapy and pharmacy practice innovations in hospitals and health systems. Articles in *AJHP* are abstracted and indexed in PubMed and many other scientific databases. *AJHP* is the most widely recognized and respected clinical pharmacy journal in the world.

Editor-in-Chief:

Daniel J. Cobaugh, Pharm.D., DABAT, FAACT

Managing Editor:

Maryam Mohassel, Pharm.D., BCPS

Editorial-Advertising Ratio: 90/10

Frequency: 22 print issues and 2 online issues

Policy on Placement of Advertising:

Advertising precedes and follows editorial.

Requirements for Acceptance of Advertising:

Advertising will be accepted subject to editorial approval.

Circulation

ASHP Section Membership Analysis*

Inpatient Care Practitioners	11,512
Clinical Specialists	10,744
Ambulatory Care Practitioners	8,115
Pharmacy Practice Leaders	5,983
Pharmacy Informatics	2,249
Specialty Pharmacy Practitioners	1,853
Undesignated** Students	5,777
Other	1,418
TOTAL	47,651

* Section member counts include students and residents who have designated an ASHP section as their primary membership group.

** A subset of ASHP members, including students, do not self-designate a primary section membership group upon joining ASHP.

Print Circulation: 44,523

Digital-Only Subscribers: 3,128

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Print Advertising Rates

Black and White Rates

Frequency	Page	1/2 Page	1/4 Page
1x	\$5,515	\$3,755	\$2,355
6x	\$5,385	\$3,660	\$2,290
12x	\$5,260	\$3,570	\$2,235
24x	\$5,130	\$3,475	\$2,185
36x	\$5,000	\$3,390	\$2,125
48x	\$4,875	\$3,305	\$2,075
60x	\$4,760	\$3,225	\$2,025
72x	\$4,630	\$3,150	\$1,970
84x	\$4,520	\$3,070	\$1,915
96x	\$4,405	\$2,985	\$1,875
108x	\$4,295	\$2,915	\$1,825
120x	\$4,190	\$2,845	\$1,785

Color and Premium Rates (in addition to earned B/W rate)

Color Charges	
3 or 4-Color Rate	\$ 2,975
Position Charges	
Cover 4	50%
Cover 2	25%
Table of Contents	10%

Insert Rates

Charged at the earned B/W rate times the number of pages.

Rates and Billing Policies

Earned Rates: Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.

Agency Commission: 15% of gross billing on space, color and preferred positions. Invoice terms, net 30 days.

Dual Responsibility: Billing directed to the advertising agency at the net rate is approved on condition that the advertiser accept "dual responsibility" for payment if the agency does not remit within 90 days.

Print Cancellations: Cancellations in advertising by the advertiser or its agency may not be made after the closing date unless otherwise agreed to by both parties in writing.

Advertising Incentive Programs

All pages placed by a company and its subsidiaries in ASHP publications (placed between January-December 2020), including *AJHP*, Meeting Programs and *ASHP News & Views* are combined for **earned frequency**. This includes all free insertions earned under the incentive opportunities listed below.

A. Continuity Rewards*:

- Run six (6) same product insertions in any issues throughout the calendar year and receive a seventh (7th) insertion free in any other 2021 issue.
- Run ten (10) same product insertions in any issues throughout the calendar year and receive two (2) free insertions in any other 2021 issue.

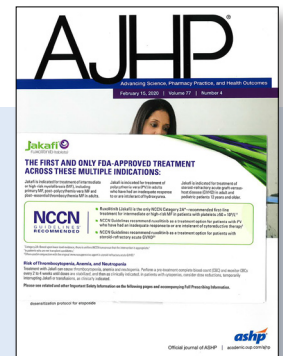
B. New Product Discount:

Advertise a new product and receive a 15% discount off the gross cost for the first three insertions.

C. Second Issue Discount:

Advertise in both issues in the same month and receive 20% off the second issue insertion.

* Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.



Cover-Tips/Outserts

- Cover tips and Outserts are available for high impact and maximum visibility.
- Contact your sales representative for rates and available issues.

Issuance & Closing Dates

Issue Date	Space Closing	Materials	Inserts	Special Issues/Bonus Distribution
1/15	11/25	11/27	12/11	
2/1	12/9	12/11	12/29	
2/15	1/4	1/6	1/20	
3/1	1/15	1/20	2/3	
3/15	2/1	2/4	2/18	2021 Pharmacy Forecast Report
4/1	2/12	2/17	3/3	
4/15	2/24	2/26	3/12	
5/15	3/31	4/5	4/19	Summer Meeting Preliminary Program
6/1	4/19	4/21	5/5	BONUS DISTRIBUTION ASHP Summer Meetings & Exposition
6/15	5/3	5/5	5/19	
7/1	5/20	5/25	6/8	
7/15	6/7	6/9	6/23	National Prescription Drug Expenditures Trends and 2021 Projections
8/1	6/18	6/22	7/6	
8/15	7/6	7/8	7/22	ASHP National Survey of Pharmacy Practice in Hospital Settings
9/1	7/20	7/22	8/5	Pharmacy Leaders Conference Preliminary Program Issue
9/15	8/3	8/5	8/19	
10/1	8/16	8/18	9/1	
10/15	9/7	9/9	9/23	Midyear Clinical Meeting Preliminary Program
11/1	9/20	9/22	10/6	
11/15	9/30	10/5	10/19	
12/1	10/15	10/20	11/3	BONUS DISTRIBUTION ASHP Midyear Clinical Meeting
12/15	11/3	11/5	11/19	

Bonus Distribution

ASHP Summer Meetings & Exhibition
June 5-9, 2021
Long Beach, CA

ASHP Midyear Clinical Meeting
December 5-9, 2021
Orlando, FL

Print Specifications

Mechanical Specifications

Trim Size: 8 1/8" x 10 7/8"

Live Area: 7 5/8" x 10 3/8"

Binding: Perfect

Paper Stock:

a. Cover: 100lb enamel

b. Body: 50lb enamel

Halftone Screen: 150

Disposition of Material: Material will be held for one year from last date of issue used and then destroyed unless other instructions are given to publisher.

Reproduction Requirements (ROB)

Ad Sizes, Bleed

Page Sizes, Bleed	Width	Height
Spread	16-1/2"	11-1/8"
Full page	8-3/8"	11-1/8"

Keep all live matter 1/2" away from trim edges. Bleed requires 1/8" from all sides. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

Ad Sizes, Non Bleed

Page Sizes, Non-Bleed	Width	Height
Full page	7"	10"
1/2 page horizontal	7"	4-3/4"
1/2 page vertical	3-1/4"	10"
1/4 page	3-1/4"	4-3/4"

Electronic Submission of Advertising Materials:

PDF files only.

PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

Please submit all creative to
stagliaferro@pminy.com

Insert Requirements

Delivered Size: 8 1/2" x 11 1/4"

Trim: 1/8" from all 4 sides; jogs to head

Quantity: 48,000 per issue

All inserts must be furnished printed, folded, untrimmed, and ready to bind. Keep all live matter 1/2" away from trim edges. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

Cover Tips

Maximum Size: 5" high x 8-1/8" wide.

Minimum Size: 4" high x 6" wide (smaller sizes may run on the equipment but samples need to be reviewed before approval. Additional set up fees may apply)

Stock: 50# minimum; 80# maximum

Quantity: 48,000 per issue

Fixation: Tipped with removable glue

Outserts

Maximum Size: 8" x 10-7/8"

Maximum Weight: 3.3 oz.

Quantity: 48,000 per issue

Ship to:

AJHP [identify issue]
Dartmouth Printing Co.
Attn: Donna Hendee
69 Lyme Road
Hanover, NH 03755
Ph: 603-653-7208

Delivery Specifications:

Packing: Carton packing preferred (counter-stacking the pieces as needed) or placed in gaylords (in bundles of 20 or 25 without shrink wrap or rubber bands) for shipment.

Labeling: All shipments should include Journal name (AJHP), description of item, quantity per carton, total number of cartons in shipment, account manager's name, and issue date.

Hours: Shipments accepted Monday through Friday 7:00am-9:00pm.

Send All Contracts and Insertion Orders to:

Attn: Susan Tagliaferro
Pharmaceutical Media, Inc.
Email: Stagliaferro@pminy.com
Phone: 212-904-0378

Digital Media Opportunities



ASHP.org & AJHP.org Banner Ads

- Averaging over 750,000 page views per month
- Averaging over 170,000 unique visitors per month

Ad Sizes:

728x90, 300x250, 160x600 & 300x50

Impressions per month

Global: 590,000
US: 460,000

Run of Network Cost: \$80 CPM Net

Contextual Keyword Targeting Cost:
\$200 CPM Net

Contact your sales representative for keyword availability.

ASHP Podcast

- Preroll ad on all ASHP podcasts (except advocacy Podcasts)
- Typically the society release 3-5 podcasts per week
- Ad can be 15-20 seconds long (supplied by client)

Cost: Contact your sales representative for rates.

Emails

AJHP-New Issue Alert

- Deploys twice a month
- Distributed to 51,000 ASHP Members
- One advertiser per email
- 728x90 on top and 300x250 in the middle of eTOC
- 19% Open Rate

Cost: \$2,500 Net Per Month

Drug Shortages email

Content will include articles and latest news on drug shortages

- Deploys monthly to 32,000+ ASHP Members
- 300x250

Cost: Contact your sales representative for rates

ASHP General NewsLink

eNewsletter keeping members informed of the latest news and issues affecting health-system pharmacy

- Distributed weekly to 39,600+ opt-in recipients
- 23.1% Open Rate
- 300 X 250 located in the middle, limited to one advertiser per email

Cost: \$2,800 net per email

ASHP Section NewsLinks:

Deployed in Feb, April, June, Aug, Oct, Dec

ASHP Inpatient Care Practitioners NewsLink:

- Deployed on 4th Friday of Month
- Distributed to 22,700+ opt-in recipients (24.2% Open Rate)

Cost: \$1,600 net per email

ASHP Pharmacy Informatics and Technology NewsLink:

- Deployed on - 3rd Friday of Month
- Distributed to 11,800+ opt-in recipients (26.2% Open Rate)

Cost: \$1,000 net per email

ASHP Pharmacy Practice Managers NewsLink:

- Deployed on 2nd Friday of Month
- Distributed to 14,900+ opt-in recipients (22.1% Open Rate)

Cost: \$1,750 net per email

ASHP Clinical Specialists and Scientists NewsLink:

- Deployed on 4th Friday of Month
- Distributed to 20,100+ opt-in recipients (16.9% Open Rate)

Cost: \$1,600 net per email

ASHP Ambulatory Care Practitioners NewsLink:

- Deployed on 3rd Friday of Month
- Distributed to 16,100+ opt-in recipients (27.1% Open Rate)

Cost: \$1,200 net per email

ASHP Specialty Pharmacy Newslink:

- Deployed bimonthly (Jan, Mar, May, July, Sept, Nov) on the 1st of the month
- Distributed to 7,300+ opt-in recipients (25.8% Open Rate)

Cost: \$1,500 net per email

Send Contracts & Materials to:

Michael Perlowitz : Pharmaceutical Media, Inc. • Email: mperlowitz@pminy.com • Ph: 212-904-0374