

Advertising Specials

Annual Convention Exhibitors

Companies that exhibit at the 2012 MPA Annual Convention & Exposition have the opportunity to take advantage of discounts on display, classified and Web site advertising with the Association throughout the year, as well as special package deals to continue gaining maximum exposure to their target audience.

DISPLAY ADVERTISING

Take advantage of the following special pricing on full-color display advertising:

- Back cover: \$1,100
- Full page: \$950
- Half page: \$500
- Third page: \$400
- Quarter page: \$300

CLASSIFIED ADVERTISING

Receive 10 percent off the total price of any combination package classified advertisement. A combination package includes a posting in the journal, on MPA's Web site and in the *e-news weekly* newsletter to members. Regular price is \$150 per 200 characters per month.

WEB SITE ADVERTISING

Receive the following special pricing on Web site advertising:

Homepage billboard

- One month: \$575
- One year: \$5,750

E-news weekly sponsorship

- One month: \$250
- One year: \$2,500

Pharm.D.(evelopments) student blog sponsorship

- One month: \$75
- One year: \$750

PACKAGE DEALS

Sign up to advertise in *Michigan Pharmacist* for the entire year (four issues) and receive the following special pricing on full-color display advertising:

- Back cover: \$1,000
- Full page: \$925
- Half page: \$475
- Third page: \$375
- Quarter page: \$275

Take advantage of these special deals that combine display advertising in *Michigan Pharmacist* journal with advertising on the homepage of MPA's Web site:

- Back cover ad and homepage billboard for one month: \$2,250
- Full page ad and homepage billboard for one month: \$1,850
- Half page ad and homepage billboard for one month: \$1,250
- Third page and homepage billboard for one month: \$1,000
- Quarter page and homepage billboard for one month: \$875