

Issue Specials

Michigan Pharmacist Display Advertising Specials

JANUARY 2012

DEADLINE: Dec. 1, 2011

Take advantage of the following special rates on full-color display advertising for this issue:

- Back cover: \$1,450
- Full page: \$1,100
- Half page: \$675
- Third page: \$450
- Quarter page: \$350

APRIL 2012

DEADLINE: March 1, 2012

Advertise in the April issue of *Michigan Pharmacist* and receive an online classified free for one month. Online classifieds are included on MichiganPharmacists.org, as well as included in MPA's *e-news weekly* newsletter, which is e-mailed out to the Association's entire membership every Wednesday.

JULY 2012

DEADLINE: June 1, 2012

Advertise in the July **and** October issues of the journal and receive the following discounts on full-color display advertising (pricing still applies if a different size is chosen for each issue):

- Back cover: \$1,250 per issue
- Full page: \$1,000 per issue
- Half page: \$575 per issue
- Third page: \$425 per issue
- Quarter page: \$325 per issue

OCTOBER 2012

DEADLINE: Sept. 1, 2012

Take advantage of the following special rates on full-color display advertising for this issue:

- Back cover: \$1,350
- Full page: \$1,150
- Half page: \$650
- Third page: \$450
- Quarter page: \$350

Web site Specials

Take advantage of these Web site advertising specials, valid Oct. 1, 2011, through Oct. 1, 2012.

- Purchase a homepage billboard on our Web site for three or more consecutive months and receive 15 percent off your total cost. Homepage billboards are \$600 per month.
- Purchase a combination package classified advertisement for three or more consecutive months and receive 10 percent off your total cost. An online classified includes a posting on MPA's Web site and in MPA's *e-news weekly* newsletter to members. Regular price is \$100 per 200 characters per month.