

Advertising Rates

Web site Advertising

Homepage Billboard

\$600 per month or \$6,000 per year

The homepage of MPA's Web site, MichiganPharmacists.org, receives approximately 9,000 visits per month.

E-news Weekly Sponsorship

\$300 per month or \$3,000 per year

E-news weekly is sent to the Association's entire membership every Wednesday. There are various sponsorship ad sizes available.

Student Blog Sponsorship

\$100 per month or \$1,000 per year

Visit our student pharmacist blog at <http://StudentPharmacists.Blogspot.com>. Includes advertisement on the student blog and promotion on the Student MPA Facebook page.

Display Advertising

4-COLOR

BLACK AND WHITE

	1-Time	2-Time	3-Time	4-Time
Back Cover*	\$1,900	\$1,850	\$1,800	\$1,750
Full Page	\$1,200	\$1,175	\$1,150	\$1,050
Half Page	\$800	\$775	\$750	\$725
Third Page	\$650	\$625	\$600	\$575
Quarter Page	\$500	\$475	\$450	\$425

	1-Time	2-Time	3-Time	4-Time
Half Page	\$700	\$675	\$650	\$625
Third Page	\$550	\$525	\$500	\$475
Quarter Page	\$400	\$375	\$350	\$325

*the inside front cover and page opposite the inside front cover are also available for the back cover price.

Classified Advertising

Online Classifieds

\$100 per 200 characters per month

Advertisements are posted to the classified section of MPA's Web site, MichiganPharmacists.org, and included in *e-news weekly*, e-mailed out to members every Wednesday. Advertisements will be posted to the Web site within 2-4 business days of receipt.

Print Classifieds

\$100 per 200 characters per insertion

Advertisements are included in one issue of *Michigan Pharmacist* journal.

Combination Package

\$150 per 200 characters

Advertisements are posted to the classified section of MichiganPharmacists.org; included in *e-news weekly*, e-mailed to members every Wednesday; and in one issue of *Michigan Pharmacist* journal. Advertisements will be posted to the Web site within 2-4 business days of receipt.

Business Card Insertion

\$150 per insertion (3.5" x 2.5")

Advertisements are included in one issue of *Michigan Pharmacist* journal.

Display Ad Sizes

Web Ad Sizes

	Width	Depth		
Full Page <i>(without bleed)*</i>	8 1/2"	11"	Homepage Billboard	3 3/4" x 2.375" (270 x 171 pixels)
Half Page	7 3/4"	5"	E-news Weekly Horizontal	1 3/4" x 3.125" (126 x 225 pixels)
Third Page Horizontal	7 3/4"	3 1/4"	E-news Weekly Vertical	5.5" x 1.5" (396 x 108 pixels)
Third Page Vertical	2 1/2"	9 1/4"	Pharm.D.(velopments)	Varies based on placement
Quarter Page Horizontal	5"	4"		
Quarter Page Vertical	3 1/2"	5"		

**if you would like your ad to include a bleed, please add an extra 0.125" to the perimeter [example: a full page ad would become a 8 3/4" x 11 1/4" ad]*

Requirements/Additional Information

Recommended ad resolution: 300 dots per inch (dpi)

Ad file types accepted: High-resolution PDFs, .gif, .jpg, .png or .tiff image files. Or, Adobe Photoshop and Adobe InDesign files along with all native fonts and images to ensure links remain intact. If you have a different file type that you wish to submit, please contact Leah Godzina at Leah@MichiganPharmacists.org. Materials will be held for one year.

Michigan Pharmacist

Binding: Saddle-stitched

Stock: White, 70 lb. enamel

Printing: Offset lithography

Payment

All display and classified advertisements must be paid by check or credit card (MasterCard or Visa). All payment must be in U.S. funds. Please include billing information on contract. Individuals are encouraged to pay up-front by completing the credit card portion of the contract. If you are unable to pay up-front, you will receive an invoice in the mail after your ad has completed running, unless prior arrangements have been made.

Advertisements submitted through an agency receive an agency commission of 15 percent on space charges for display advertisements in *Michigan Pharmacist*.

Submission

Submit proposed copy in one of the following ways:

E-mail: Leah@MichiganPharmacists.org

Fax: (517) 484-4893

Mail: Michigan Pharmacists Association
408 Kalamazoo Plaza
Lansing, MI 48933

The publisher reserves the right to refuse any copy. Notice of any change of contract must be given in writing 30 days prior to the next scheduled issue.

Don't see what you need here?

MPA is always willing to combine opportunities to assist advertisers in promoting their business. If there's something you don't see here, inquire about it, and we will help you develop the best package to suit your company's needs.