

# Web site Advertising

## **HOME PAGE BILLBOARD** | [MichiganPharmacists.org](http://MichiganPharmacists.org)

- MichiganPharmacists.org is the Web site of the association, providing valuable pharmacy resources and information 24 hours a day.
- **\$600 per month or \$6,000 per year**
- Two available (offer exclusivity for \$850 per month or \$8,500 per year)
- In 2011, MPA's homepage received an average of 9,000 visits per month and approximately 215,000 page views. The percentage of new visits in 2011 was 45 percent, so our Web site continues to grow and receive more attention!

## **E-NEWS WEEKLY SPONSORSHIP**

- *E-news weekly* is the electronic newsletter of the Association, providing breaking news in the Michigan pharmacy arena, classified advertisements, and event and meeting information to members weekly.
- **\$300 per month or \$3,000 per year**
- Three available (offer exclusivity for \$550 per month or \$5,500 per year)
- Sent out to 3,000 people on average every Wednesday
- Goes hand-in-hand with homepage billboard advertising – many *e-news* articles link readers directly to MPA's Web site (ask us about combining an *e-news* sponsorship with a homepage billboard!)
- *E-news weekly* is archived on MPA's Web site – another place for your ad to be seen.

## **STUDENT BLOG SPONSORSHIP** | [studentpharmacists.blogspot.com](http://studentpharmacists.blogspot.com)

- Pharm.D.(evelopments) is the student blog of the association, providing student pharmacists with the latest continuing education, events and other information relevant to them as emerging professionals in the industry.
- **\$100 per month or \$1,000 per year**
- Three available (offer exclusivity for \$250 per month or \$2,500 per year)
- Includes advertising on student blog page and promotion on Student MPA Facebook page.