2020 Media Kit
Print & digital advertising opportunities
THE FACTS
Michigan Pharmacists Association (MPA) is the state professional society serving Michigan pharmacists, pharmacy technicians and student pharmacists in all settings of practice. For more than 135 years, MPA strives to provide its members with the tools, resources and support needed to advance the profession of pharmacy and provide quality patient care.

MPA allows organizations to build their brand through unique advertising solutions. Advertising with MPA will give you multiple chances to increase awareness of your products and services to your target audience. With so many choices there is sure to be an affordable package deal that suits your needs!

MPA represents several practice areas: community, health-system, consultant and specialty, pharmacy technicians and students. Members of MPA range in ages from 20 to 70+ years. Membership distribution is as follows:

Practice Areas:
• Community: 37%
• Health-system: 24%
• Consultant and specialty: 6%
• Students: 19%
• Technicians: 9%
• Other: 5%

Age Distribution:
• 70+: 12.5%
• 50-69: 39.3%
• 40-49: 13.8%
• 20-39: 34.4%

MPA is the trusted voice for Michigan’s pharmacy professionals.
MPA Electronic Newsletters

42% Average Open Rate

MPA E-news is the Association’s electronic newsletter, emailed to approximately 3,000 members and 9,000 non-members, with a total distribution of nearly 12,000 pharmacy professionals. Space is available for horizontal banner ads.

MPA also publishes section newsletters geared toward specific member audiences including community pharmacists, consultant and specialty pharmacists and pharmacy technicians. Section newsletters are sent out three times per year per section. Advertising space provides the opportunity to tailor your message to a specific audience.

MPA’s Newsletters:

• **The Consultant**
  Consultant and Specialty Pharmacists of Michigan (CSPM)

• **Community Connection**
  Michigan Society of Community Pharmacists (MSCP)

• **Tech Connect**
  Michigan Society of Pharmacy Technicians (MSPT)

<table>
<thead>
<tr>
<th>Number of Ads</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>7.5” x 2”</td>
<td>$120</td>
</tr>
<tr>
<td>6-10 (5% discount)</td>
<td>7.5” x 2”</td>
<td>$114</td>
</tr>
<tr>
<td>11-20 (10% discount)</td>
<td>7.5” x 2”</td>
<td>$108</td>
</tr>
<tr>
<td>21-30 (20% discount)</td>
<td>7.5” x 2”</td>
<td>$96</td>
</tr>
</tbody>
</table>

*Prices per newsletter ad

Click below to be directed to the 2020 publication schedule.

MPA Website

www.MichiganPharmacists.org

The MPA website provides valuable information and resources to members, pharmacy professionals and the public 24 hours a day. Online ads provide a simple and cost-effective way for your company to increase brand awareness and visibility while driving traffic to your website.

Website visitors include pharmacy professionals in a wide variety of practice settings, student pharmacists and persons and institutions with a special interest in pharmacy.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3 2018</td>
<td>60,372</td>
<td>44,030</td>
</tr>
<tr>
<td>Q4 2018</td>
<td>66,295</td>
<td>48,443</td>
</tr>
<tr>
<td>Q1 2019</td>
<td>84,561</td>
<td>62,285</td>
</tr>
<tr>
<td>Q2 2019</td>
<td>81,537</td>
<td>57,317</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Location</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Slider</td>
<td>12.5” x 5”</td>
<td>$1,000</td>
</tr>
<tr>
<td>Homepage</td>
<td>12.5” x 1.5”</td>
<td>$700</td>
</tr>
<tr>
<td>Internal Page</td>
<td>3.125” x 5.25”</td>
<td>$500</td>
</tr>
</tbody>
</table>

*Prices per month, purchase more three months or more and receive 20% discount

On average the MPA website receives 25,799 pageviews per month!
Classified Advertising

Companies can reach a large audience of valuable candidates for a job opening at their organization or share information about new offerings such as a product or service through MPA online classified advertising. Ads will be posted on our website, with an optional add-on of inclusion in MPA E-news, our member newsletter that’s emailed out to nearly 3,000 members and 9,000 non-members every other Wednesday, as well as our Twitter and LinkedIn social media accounts.

### Online Only Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>30 days</th>
<th>90-days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online only</td>
<td>500 words</td>
<td>$125</td>
<td>$350</td>
</tr>
</tbody>
</table>

### Online and MPA E-news

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>1 E-news run</th>
<th>2 E-news runs</th>
<th>3 E-news runs</th>
<th>4 E-news runs</th>
<th>5 E-news runs</th>
<th>6 E-news runs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (up to 90-days) and MPA E-news</td>
<td>$425</td>
<td>$450</td>
<td>$475</td>
<td>$500</td>
<td>$525</td>
<td>$550</td>
</tr>
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</table>

### Online and Social Media

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>1 post</th>
<th>2 posts</th>
<th>3 posts</th>
<th>4 posts</th>
<th>5 posts</th>
<th>6 posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (up to 90-days) and Twitter (271 characters)</td>
<td>$400</td>
<td>$425</td>
<td>$450</td>
<td>$475</td>
<td>$500</td>
<td>$525</td>
</tr>
<tr>
<td>Online (up to 90-days) and LinkedIn (250 words)</td>
<td>$400</td>
<td>$425</td>
<td>$450</td>
<td>$475</td>
<td>$500</td>
<td>$525</td>
</tr>
<tr>
<td>Online (up to 90-days) and Facebook (250 words)</td>
<td>$400</td>
<td>$425</td>
<td>$450</td>
<td>$475</td>
<td>$500</td>
<td>$525</td>
</tr>
</tbody>
</table>

Pricing above for online classifieds is per ad. Ads are limited to 500 words. Ad will run for a maximum of 90-days. If you would like your ad to continue running after this time, you must pay an additional ad placement fee. If you take your ad down because the posting has ended or the position is full prior to the end of 90-days, the full payment still applies. If you have any questions, please contact Bridget Long, administrative assistant, at Bridget@MichiganPharmacists.org.
MPA Social Media Channels

MPA offers social media advertising to help businesses with quick and simple promotion of their job offer, product or service! Gain in-the-moment updates on topics of interest to your audience and our followers who utilize this everyday communication medium. Use hashtags and keywords in your advertisement to help categorize your message and easily target certain audiences. Leverage our following to boost your bottom line!

Please note that MPA includes “Paid Ad:” before your post content. It will be at the discretion of MPA when the ad is sent out. If there is a deadline related to your message such as a job posting close date, please be sure to indicate that on your contract.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50</td>
<td>$75</td>
<td>$100</td>
<td>$125</td>
<td></td>
</tr>
</tbody>
</table>

**Facebook**
700 characters

**LinkedIn**
700 characters

**Twitter**
271 characters
**MPA Journal**

*Michigan Pharmacist* is the official journal of MPA that is mailed to approximately 3,000 members quarterly across the state of Michigan. The journal provides valuable information about the issues facing pharmacy today, serving as a primary reference source on legislation impacting pharmacy, upcoming education opportunities, newly-approved medications, patient-focused care and more.

In addition to the exclusive full color print publication, the journal is available as a virtual publication which provides additional reach for advertisers and opportunities through website and video links to utilize additional digital marketing assets.

### JOURNAL READERSHIP

- **48%** of readers have visited the MPA website after reading *Michigan Pharmacist*.
- **97%** of readers consider *Michigan Pharmacist* a credible source of information.
- **35%** of readers spend nearly an hour reading *Michigan Pharmacist* and refer to it more than three times.
- **70%** of readers look at some or most of the print advertising in *Michigan Pharmacist*.
- **70%** of readers have visited the MPA website after reading *Michigan Pharmacist*.

### JOURNAL READERSHIP

<table>
<thead>
<tr>
<th>Issue</th>
<th>Section Focus</th>
<th>Pub. Date</th>
<th>Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 - Jan./Feb./March*</td>
<td>Consultant and Specialty Pharmacists of Mich. (CSPM)</td>
<td>Jan. 10</td>
<td>Dec. 1</td>
</tr>
<tr>
<td>Q2 - Apr./May/June</td>
<td>Michigan Society of Community Pharmacists (MSCP)</td>
<td>April 10</td>
<td>March 1</td>
</tr>
<tr>
<td>Q3 - July/Aug./Sept.</td>
<td>Michigan Society of Health-System Pharmacists (MSHP)</td>
<td>July 10</td>
<td>June 1</td>
</tr>
<tr>
<td>Q4 - Oct./Nov./Dec.</td>
<td>Michigan Society of Pharmacy Technicians (MSPT)</td>
<td>Oct. 10</td>
<td>Sept. 1</td>
</tr>
</tbody>
</table>

* *MPA Annual Convention & Exposition Promotion Issue*

### PRINT ADVERTISING

<table>
<thead>
<tr>
<th>Size/Ad Type</th>
<th>Dimensions</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>8.5” x 11” (+.25)</td>
<td>$1,500</td>
<td>$1,425</td>
<td>$1,350</td>
<td>$1,200</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.5” x 11” (+.25)</td>
<td>$1,400</td>
<td>$1,330</td>
<td>$1,260</td>
<td>$1,120</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>8.5” x 11” (+.25)</td>
<td>$1,400</td>
<td>$1,330</td>
<td>$1,260</td>
<td>$1,120</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5” x 11” (+.25)</td>
<td>$1,000</td>
<td>$950</td>
<td>$800</td>
<td>$800</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>4.25” x 11”</td>
<td>$700</td>
<td>$665</td>
<td>$630</td>
<td>$560</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>8.5” x 5.5”</td>
<td>$700</td>
<td>$665</td>
<td>$630</td>
<td>$560</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4.25” x 5.5”</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$400</td>
</tr>
</tbody>
</table>

Add social media post on to any journal ad, up to one per quarter for an additional $50 per ad.

*prixf per run; multiple page rates available upon request*
SUBMISSION GUIDELINES

Journal
Ad Submission: Ads must be submitted no later than the first day of the month prior to publication. Recommended ad resolution is 300 dots per inch (dpi). Accepted file formats include .pdf, .gif, .jpg, .png or .tif. Please send your completed ad contract and ad copy to Bridget Long, administrative assistant, at Bridget@MichiganPharmacists.org.

Right of Refusal: All advertising is subject to the publisher’s approval. The publisher reserves the right to reject advertising which is not in keeping with the Association’s standards and objectives.

Cancellation Policy: Advertiser will be held liable for ad space unless a 45-day advance notice has been submitted to Michigan Pharmacists Association in writing. If no ad copy is submitted by the deadline date, the publisher reserves the right to release the space for other content, or repeat a previous ad and charge the advertiser the full rate if the advertiser has secured space in multiple, consecutive issues.

Newsletters
Ad Submission: Ads must be submitted no later than the first day of the month prior to publication. Recommended ad resolution is 300 dots per inch (dpi). Accepted file formats include PDF, .gif, .jpg, .png or .tif. Please send your completed ad contract and ad copy to Bridget Long, administrative assistant, at Bridget@MichiganPharmacists.org.

Right of Refusal: All advertising is subject to the publisher’s approval. The publisher reserves the right to reject advertising which is not in keeping with the Association’s standards and objectives.

Cancellation Policy: Advertiser will be held liable for ad space unless a 14-day advance notice has been submitted to Michigan Pharmacists Association in writing. If no ad copy is submitted by the deadline date, the publisher reserves the right to release the space for other content, or repeat a previous ad and charge the advertiser the full rate if the advertiser has secured space in multiple, consecutive issues.

Website
Ad Submission: Online ads can be submitted at any time. Please allow 1-2 business days for your ad to be posted after the artwork and contract are received. Recommended ad resolution is 72 dots per inch (dpi). Accepted file formats include .pdf, .gif, .jpg, .png or .tif. Adobe Photoshop or InDesign files will be accepted as long as native fonts and images are provided to ensure links remain intact. Please send your completed ad contract and ad copy to Bridget Long, administrative assistant, at Bridget@MichiganPharmacists.org.

Right of Refusal: All advertising is subject to the publisher’s approval. The publisher reserves the right to reject advertising which is not in keeping with the Association’s standards and objectives.

Cancellation Policy: Advertiser will be held liable for ad space unless a 14-day advance notice has been submitted to Michigan Pharmacists Association in writing.

Classifieds and Social Media
Ad Submission: Online and social media ads can be submitted at any time. Please allow one to two business days for your ad to be posted after the artwork and contract are received. If you are including a classified advertisement in MPA E-news, it must be received at least one week in advance of publication. Recommended ad resolution is 72 dots per inch (dpi). Accepted file formats include .pdf, .gif, .jpg, .png or .tif. Classified ads should be submitted as Microsoft Word files. Please send your completed ad contract and ad copy to Bridget Long, administrative assistant, at Bridget@MichiganPharmacists.org.

Right of Refusal: All advertising is subject to the publisher’s approval. The publisher reserves the right to reject advertising which is not in keeping with the Association’s standards and objectives.

Cancellation Policy: Advertiser will be held liable for ad space unless a 45-day advance notice has been submitted to Michigan Pharmacists Association in writing. If no ad copy is submitted by the deadline date, the publisher reserves the right to release the space for other content, or repeat a previous ad and charge the advertiser the full rate if the advertiser has secured space in multiple, consecutive issues.

Advertising Payment: 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 (American Express, Visa or MasterCard). 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.
Electronic Newsletter Advertising Contract

Name of Advertiser: ____________________________

Address: ______________________________________

City: __________________________ State: __________________________ Zip: __________________________

Phone: __________________________ Fax: __________________________

Email: __________________________

Send Invoice to: __________________________

Frequency to be Charged: _________ Time(s)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Ad Size</th>
<th>Insertion Dates</th>
<th>Special Pricing (if available)</th>
<th>Total to be Billed</th>
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<tbody>
<tr>
<td>MPA E-news</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Consultant (CSPM)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Connection (MSCP)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tech Connect (MSPT)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

URL: __________________________

Please provide the URL to link your ad to.

Authorizing Agent Signature: __________________________

Name, Title, Company: __________________________

Payment: ☐ Check Enclosed (payable to Michigan Pharmacists Association) ☐ Credit Card

Credit Card Type: ☐ Visa ☐ MasterCard ☐ American Express

Name on Card: __________________________

Card Number: __________________________

Expiration: ____________ CVV Code: ____________ Amount to be charged: $______________

Signature: __________________________ Date: __________________________

Return signed contract(s) to: Michigan Pharmacists Association, Attn: Bridget Long, 408 Kalamazoo Plaza, Lansing, MI 48933

Fax: (517) 484-4893 | email: Bridget@MichiganPharmacists.org

Any change in this contract must be submitted in writing 14 days in advance of reserved publication date.
# Website Advertising Contract

Name of Advertiser: ____________________________________________________________

Address: ___________________________________________________________________

City: ___________________________ State: ___________________________ Zip: ____________

Phone: __________________________ Fax: _______________________________________

Email: __________________________

Send Invoice to: ____________________________________________________________

Frequency to be Charged: _________ Time(s)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Start Date</th>
<th>Ad End Date</th>
<th>Special Pricing (if available)</th>
<th>Total to be Billed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Slider</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.5” x 5”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homepage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.5” x 1.5”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.125” x 5.25”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (page/size)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If selected “other (page/size)” please indicate desired page for ad placement as well as size of ad:

____________________________________________________________________________

Authorizing Agent Signature: ________________________________________________

Name, Title, Company: ______________________________________________________

**Payment:** ☐ Check Enclosed (payable to Michigan Pharmacists Association) ☐ Credit Card

**Credit Card Type:** ☐ Visa ☐ MasterCard ☐ American Express

Name on Card: ________________________________________________________________

Card Number: ________________________________________________________________

Expiration: _______________ CVV Code: _____________ Amount to be charged: $________________

Signature: _______________________________ Date: _____________________________

---

Return signed contract(s) to: Michigan Pharmacists Association, Attn: Bridget Long, 408 Kalamazoo Plaza, Lansing, MI 48933

Fax: (517) 484-4893 | email: Bridget@MichiganPharmacists.org

Any change in this contract must be submitted in writing 14 days in advance of reserved publication date.
Classified Advertising Contract

Name of Advertiser: ________________________________
Address: ________________________________________
City: __________________ State: __________________ Zip: ________________
Phone: __________________ Email: __________________
Send Invoice to: ________________________________

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Start Date</th>
<th>Special Pricing (if available)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Classified (30 days)</td>
<td></td>
<td>$125</td>
<td></td>
</tr>
<tr>
<td>Online Classified (90 days)</td>
<td></td>
<td>$350</td>
<td></td>
</tr>
</tbody>
</table>

Include in MPA E-news:  □ 1-run: $75  □ 2-runs: $100  □ 3-runs: $125  □ 4-runs: $150  □ 5-runs: $175  □ 6-runs: $200

MPA E-news is a bi-weekly electronic newsletter sent to over approximately 12,000 pharmacy professionals in Michigan. Classifieds will be placed in the closest scheduled MPA E-news at the time of contract signing. Listing will include a short description and link to MPA website full ad.

Twitter Post:  □ 1-post: $50  □ 2-posts: $75  □ 3-posts: $100  □ 4-posts: $125  □ 5-posts: $150  □ 6-posts: $175

LinkedIn Post: □ 1-post: $50  □ 2-posts: $75  □ 3-posts: $100  □ 4-posts: $125  □ 5-posts: $150  □ 6-posts: $175

Facebook Post: □ 1-post: $50  □ 2-posts: $75  □ 3-posts: $100  □ 4-posts: $125  □ 5-posts: $150  □ 6-posts: $175

TOTAL CLASSIFIED PURCHASE: $ ________________

Authorizing Agent Signature: ________________________________
Name, Title, Company: ________________________________________

Payment:  □ Check Enclosed (payable to Michigan Pharmacists Association)  □ Credit Card

Credit Card Type: □ Visa  □ MasterCard  □ American Express

Name on Card: ________________________________________________
Card Number: ________________________________________________
Expiration: ____________  CVV Code: ____________  Amount to be charged: $__________
Signature: ___________________________________________________
Date: _____________________________

Return signed contract(s) to: Michigan Pharmacists Association, Attn: Bridget Long, 408 Kalamazoo Plaza, Lansing, MI 48933
Fax: (517) 484-4893  |  email: Bridget@MichiganPharmacists.org
Print Advertising Contract

Name of Advertiser: ____________________________
Address: ___________________________________
City: __________________ State: ___________ Zip: _______________________
Phone: __________________ Fax: ______________
Email: _________________________________

Send Invoice to: ______________________________
Frequency to be Charged: _______ Time(s)

**Insertion Dates:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Print Ad Size</th>
<th>Print Classified Ad Word Count ($250 per 500 words)</th>
<th>Special Pricing (if available)</th>
<th>Total to be Billed</th>
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<tbody>
<tr>
<td>January</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Authorizing Agent Signature: ____________________________
Name, Title, Company: __________________________________

**Payment:**  
☐ Check Enclosed (payable to Michigan Pharmacists Association)  
☐ Credit Card

**Credit Card Type:**  
☐ Visa  ☐ MasterCard  ☐ American Express

Name on Card: ____________________________
Card Number: ____________________________
Expiration: __________ CVV Code: __________ Amount to be charged: $_____________________
Signature: ____________________________ Date: ____________

*Any change in this contract must be submitted in writing 45 days in advance of reserved publication date.*