

MECHANICAL REQUIREMENTS

| | |
|------------------------------------|-----------------------------------|
| full page 7.8" x 9.25" | 1/2 page horiz 7.8" x 4.56" |
| 1/2 page vertical 3.81" x 9.25" | 1/2 page island 5.12" x 6.91" |
| 1/3 page island 5.12" x 4.56" | 1/4 page vertical 2.5" x 6.91" |
| 1/4 page island 3.81" x 4.56" | 1/6 page vertical 2.5" x 4.56" |
| 1/8 page vertical 2.5" x 3.39" | 1/12 page island 2.5" x 2.21" |

Preferred Sending Method: E-mail PDF file to: ads@pharmacyweek.com

AD PRODUCTION
Advertising production is available upon request. Call for pricing.

Annual Subscription Rates

Do you have several new job openings now or coming up later this year? Why pay for a new ad each time a new opening comes up? By choosing our subscription model you save time and money by having a continuous **1/4 page ad** in our print and digital editions. Change the ad anytime you have a new opening or collect a waiting pool of applicants by running a brand awareness ad when you don't have any job openings.

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|----------------------------|-----------------|
| 1 year subscription | \$ 3,999 |
| 2 year subscription | \$ 6,999 |
| 3 year subscription | \$ 8,999 |

Every ad also receives:

- Weekly email blast to thousands of opt-in pharmacy professionals
- Social media promotion on Facebook, Myspace, Twitter, and LinkedIn (including the professional pharmacy groups on the social media sites)
- Job listed at www.pharmacyweek.com, www.pharmacyonesource.com and cross-posted to hundreds of additional sites
- Bonus mailings to pharmacist members of the major industry associations
- **Candidate sourcing service** puts active job seekers in touch with you. This new service is FREE with any ad package you purchase. We have over 250,000 pharmacists in our database, and we are systematically contacting each of them. We will refer pharmacists and/or pharmacy technicians to you who are in the job market and a good fit for your position, along with their resume/CV and an overview of their education, background and previous salary history. Therefore, saving you potentially thousands of dollars spent on headhunter fees. *If you have questions about this new service please ask.*

BLACK & WHITE RATES

| AD SIZE/ FREQUENCY* | Buy 1 Get 1 Free 2 Issues | Buy 2 Get 2 Free 4 Issues |
|---|------------------------------|------------------------------|
| Full Page | \$ 6,199 | \$ 9,199 |
| 1/2 Page (vertical, horizontal, or island) | \$ 4,199 | \$ 6,299 |
| 1/3 Page Island | \$ 3,299 | \$ 4,999 |
| 1/4 Page (vertical or island) | \$ 2,799 | \$ 4,299 |
| 1/6 Page Vertical | \$ 2,299 | \$ 3,599 |
| 1/8 Page Vertical | \$ 1,899 | \$ 2,499 |
| 1/12 Page Island | \$ 1,599 | \$ 2,199 |

* Multiple issues are for consecutive run dates.

ADDITIONAL OFFERINGS

The postcard and e-mail list offerings are available when you purchase print advertising within *PharmacyWeek*.

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|----------------------------|--------------|---------------------------------|
| Job Alert Postcards | Base Price | With <i>RecruitingEdge</i> |
| Min. quantity 1,000 | \$0.91/piece | First 2000 FREE \$0.55/piece |

Includes postage, printing, list rental, and mailing. MSA targeting possible.

PharmacyThisWeek E-publication

| | | |
|---|-------------|----------------------------|
| E-publication sponsorship | Base Price | With <i>RecruitingEdge</i> |
| List access is by sponsorship of the entire e-publication. Call for quantity. | \$0.38/name | \$0.25/name |

DEADLINES

BLACK & WHITE ADS

Space reservation

- **THURSDAY 5 p.m. CST** prior to issue date.

Materials:

- **FRIDAY 10 a.m. CST**

TWO- OR FOUR-COLOR & CONTRACT ADS

Space reservation & Materials

- **WEDNESDAY 10 a.m. CST** prior to issue date.

POLICY REGARDING

ACCEPTANCE OF ADVERTISING

PharmacyWeek, Inc. retains the right to (1) reject advertisements from any party, or to reject the copy, wording, format or graphics of any advertisements submitted for publication in the *PharmacyWeek* magazine and/or on its PharmacyWeek.com Web site; and/or (2) terminate an advertisement at any time, and give a pro-rated refund. PharmacyWeek, Inc. will not accept advertisements which are objectionable, unlawful, or inconsistent with its business objectives.

RecruitingEdge

The *PharmacyWeek RecruitingEdge* packages provide all the benefits of advertising in *PharmacyWeek* as well as:

- **Candidate sourcing service** puts active job seekers in touch with you. This new service is FREE with any ad package you purchase. See subscription ads or ask an Account Manager for more information;
- One year online Pharmacy Profile;
- Job Alert Postcards sent to targeted job seekers from *PharmacyWeek's* database of over 250,000 pharmacy professionals;
- And double runs of your print ad in *PharmacyWeek*. (*RecruitingEdge* sales are for consecutive dates only.)

Recruiting Edge Package Rates

| Ad Size | 8 issues | 12 issues | 16 issues |
|----------|----------|-----------|-----------|
| 1/2 page | \$ 7,599 | \$ 11,999 | \$ 13,999 |
| 1/4 page | \$ 5,799 | \$ 8,999 | \$ 10,499 |
| 1/6 page | \$ 4,699 | \$ 7,499 | \$ 8,799 |
| 1/8 page | \$ 3,999 | \$ 6,499 | \$ 7,799 |

- **Profile only - \$1499**

SEE THE *RecruitingEdge* BROCHURE FOR MORE INFORMATION.

For more information or to place an ad, call: 608-828-4400 or e-mail: sales@PharmacyWeek.com