

INTERNATIONAL JOURNAL
of
**PHARMACEUTICAL
COMPOUNDING**

20
10

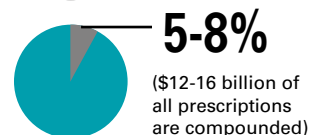
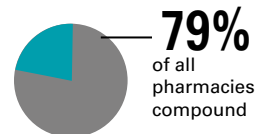
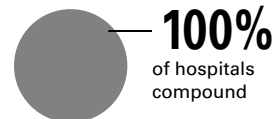
IJPC media kit

Reach the Decision Makers of Independent,
Compounding, and Hospital Pharmacy

The International Journal of Pharmaceutical Compounding is a bi-monthly Scientific and Professional Journal Emphasizing Quality Pharmaceutical Compounding

overview

- This niche market spends 9 billion dollars annually on cost of goods and services
- The ONLY journal in the world dedicated to pharmaceutical compounding
- Reaches 15,000 readers
- Bi-monthly; published 6 times annually
- An official journal of the American Pharmacists Association (APhA)
- Loyd V. Allen, Jr., PhD, RPh, Editor-in-Chief
- Subscribers pay \$120-\$180/year. Not a throw away publication
- IJPC subscribers keep every issue of the journal as a library collection and refer to it continuously
- Subscribers receive an electronic downloadable version of IJPC for their computers. Ads have live links. Used as a daily resource.



advertisement rates

Color	1X	3X	6X	12X	18X	24X
Inside Front Cover	\$6,000	\$5,400	\$5,130	---	---	---
Inside Back Cover	\$5,300	\$4,900	\$4,590	---	---	---
Back Cover	\$6,700	\$6,200	\$5,780	---	---	---
Premium Positions	\$6,036	\$5,421	\$4,806	---	---	---
Full Page Spread	\$8,350	\$7,475	\$6,590	\$6,040	\$5,910	\$5,674
Full Page	\$5,340	\$4,805	\$4,270	\$4,050	\$3,725	\$3,350
Half Page Spread	\$5,874	\$5,285	\$4,697	\$4,455	\$4,097	\$3,685
Half Page (V or H)	\$3,260	\$2,965	\$2,670	\$2,540	\$2,350	\$2,120
Third Page (V or H)	\$2,480	\$2,275	\$2,070	\$2,000	\$1,890	\$1,710
Quarter Page	\$2,070	\$1,815	\$1,670	\$1,620	\$1,570	\$1,420

Premium Position 1: First Right of Table of Contents
 Premium Position 2: First Right of PreScripton

Premium Position 3: First Right of First Article
 (A signed contract is required for rate frequency discounts)



- Independent pharmacy represents a \$92 billion marketplace
- The average independent pharmacy does \$3.75 million in annual sales
- Independent compounding pharmacists spend about \$9 billion annually on cost of goods and services
- Compounding is the fastest growing part of pharmacy

Source: NCPA, APHA, IACP

advertisement sizes

Size	Format	Dimensions
Full Spread	With Bleed	17.25" x 11.125"
Full Page	With Bleed	8.750" x 11.125"
	No Bleed	7.375" x 10.00"
Half Page	Horizontal	7.375" x 4.850"
	Vertical	3.594" x 8.75"
	Spread w/Bleed	17.25" x 5.75"
Third Page	Horizontal	4.812" x 4.875"
	Vertical	2.313" x 8.75"
Quarter Page	Horizontal	3.625" x 4.875"

print submission

Send Files to: advertising@ijpc.com

Preferred File Format: Press ready PDF

Publication Trim Size: 8.5" x 10.875" (Allow .50" margin)

Bleed: .125" on all sides

Color: CMYK

File Transfer Instructions: Host: ftp://adsftp.ijpc.com

Username: ijpc

Password: adsforijpc

Please email advertising@ijpc.com confirming the ad has been uploaded and provide a URL for the ad page on the IJPC Online Edition.

Graphic Design: For design or production questions contact Kari Riley at kriley@ijpc.com

Blow-in cards and catalog inserts are available. Please call or email for rates.

editorial calendar

JANUARY/FEBRUARY

PEDIATRICS & WELLNESS

Materials Due: 11.10.09

MARCH/APRIL

COMPOUNDING FOR MEN

Materials Due: 01.06.10

MAY/JUNE

PAIN MANAGEMENT

Materials Due: 03.04.10

JULY/AUGUST

STERILE COMPOUNDING

Materials Due: 05.10.10

SEPTEMBER/OCTOBER

VETERINARY COMPOUNDING

Materials Due: 07.06.10

NOVEMBER/DECEMBER

HORMONE REPLACEMENT
THERAPY

Materials Due: 09.04.10

WEBSITE options

60% of all subscription renewals come through IJPC.com. CompoundingToday.com is an invaluable interactive website that includes standard operating procedures

IJPC.com

overview

- 60% of all subscription renewals come through IJPC.com
- Downloadable current and back issues on demand. Ads have live links to your company's website
- Frequency: Monthly
- 150,000 page views
- 46,000 visits
- 13,000 unique visitors

advertisement specifications

Description	Ad Size (Pixels)	Price (per month)
Rectangle 1 (R1)	180 x 150	\$200
Rectangle 2 (R2)	180 x 300	\$300
Rectangle 3 (R3)	180 x 600	\$400
Leaderboard	728 x 90	\$500

web ad submission

Same as CompoundingToday.com on following page

Advertisers must have a print advertising contract in order to take advantage of the electronic opportunities

The screenshot shows the IJPC.com website interface. At the top, there is a 'Leaderboard' ad. Below it, the main content area features a 'PAIN MANAGEMENT' article with a list of topics and a 'SUBSCRIBE TODAY' ad. Three specific ad spots are highlighted with labels: R1 (a 'SUBSCRIBE TODAY' ad), R2 (a 'COMPOUNDEES NETWORK' ad), and R3 (a 'NEWSLETTER' sign-up ad). The website also includes a search bar, a 'WELCOME' message, and a 'NEWSLETTER' section.



CompoundingToday.com

overview

- 2,000 Formulations or “recipes”- a must have for a compounding/hospital pharmacy
- Invaluable interactive website, including Standard Operating Procedures
- Subscribers pay on a sliding scale from free to \$795/year- depending on resources
- Frequency: Monthly
- 91,000 page views
- 27,000 visits
- 11,000 unique visitors

web ad submission

Send Files to: Chris Burr at webmaster@ijpc.com and advertising@ijpc.com

Due Date: Seven (7) days prior to advertising period

Border: 1 pixel border

Color: RGB

Display Text: Maximum of 120 characters of alternate text to be displayed during loading or when images are turned off. Contact info, email, phone number, and website URL.

File Types: Static: GIF or JPEG; Animated: GIF or Shockwave/Flash

Looping: Animation set to 3 loops or less; No audio

Maximum Size: 100k; 200k for 180 x 600

A test copy will be sent for inspection and approval prior to placement on the server.

Please provide the URL link.

The screenshot shows the homepage of CompoundingToday.com. The site features a navigation menu on the left, a main content area with several articles and product listings, and a right sidebar with a 'Latest Updates' section. Three grey rectangular boxes are overlaid on the right side of the page, labeled R1, R2, and R3, indicating the locations for web advertisements. R1 is positioned above the 'Latest Updates' section, R2 is below it, and R3 is at the top right of the page.

advertisement specifications

Description	Ad Size (Pixels)	Price (per month)
Rectangle 1 (R1)	180 x 150	\$250
Rectangle 2 (R2)	180 x 300	\$375
Rectangle 3 (R3)	180 x 600	\$500

ELECTRONIC options

Reach the decision makers of pharmacy instantly with the Compounders' Network List or the CompoundingToday.com Newsletter.

Compounders' Network List

overview

- Moderated email-based discussion group for compounding pharmacists and Directors of Hospital Pharmacy
- Over one million views per month!
- Free to join via IJPC.com or CompoundingToday.com

advertisement specifications

Description	Ad Size (Pixels)	Price (14 days)
Top Banner	500 x 100	\$1,500

compounders' network list submission

Send Files to: Chris Burr at webmaster@ijpc.com and advertising@ijpc.com

Due Date: Seven (7) days prior to advertising period

Border: 1 pixel border

Color: RGB

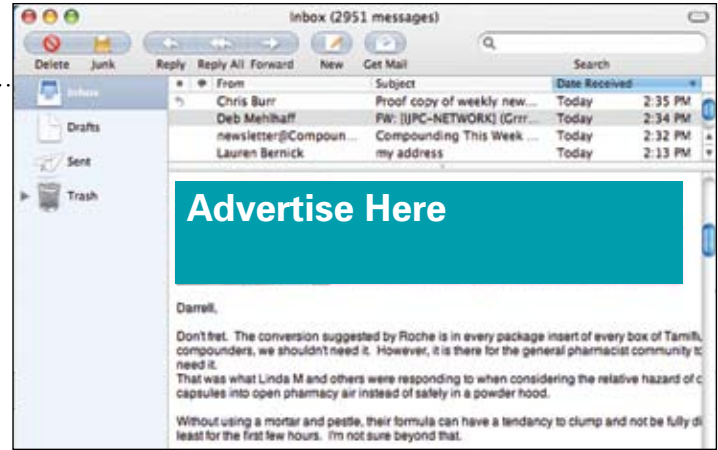
Display Text: Maximum of 120 characters of alternate text to be displayed during loading or when images are turned off. Contact info, email, phone number and website URL.

File Types: Static: GIF or JPEG; Animated: GIF upon approval

Looping: No looping

Maximum Size: 200k

Please provide the URL link.



Custom Mailer

advertisement specifications

Pieces	Price
3,000	\$3,000 + postage

CompoundingToday.com Newsletter

overview

- Emailed every Friday to over 12,000 pharmacy owners, compounding pharmacists, and Directors of Hospital Pharmacy
- Up to the minute news
- Editorials from Dr. Loyd V. Allen, Jr., PhD, RPh, IJPC's Editor-In-Chief

advertisement specifications

Description	Ad Size (Pixels)	Price (Per week)
Top Banner	500 x 100	\$400

compoundingtoday.com newsletter submission

Send Files to: Chris Burr at webmaster@ijpc.com and advertising@ijpc.com

Due Date: Seven (7) days prior to advertising period

Border: 1 pixel border

Color: RGB

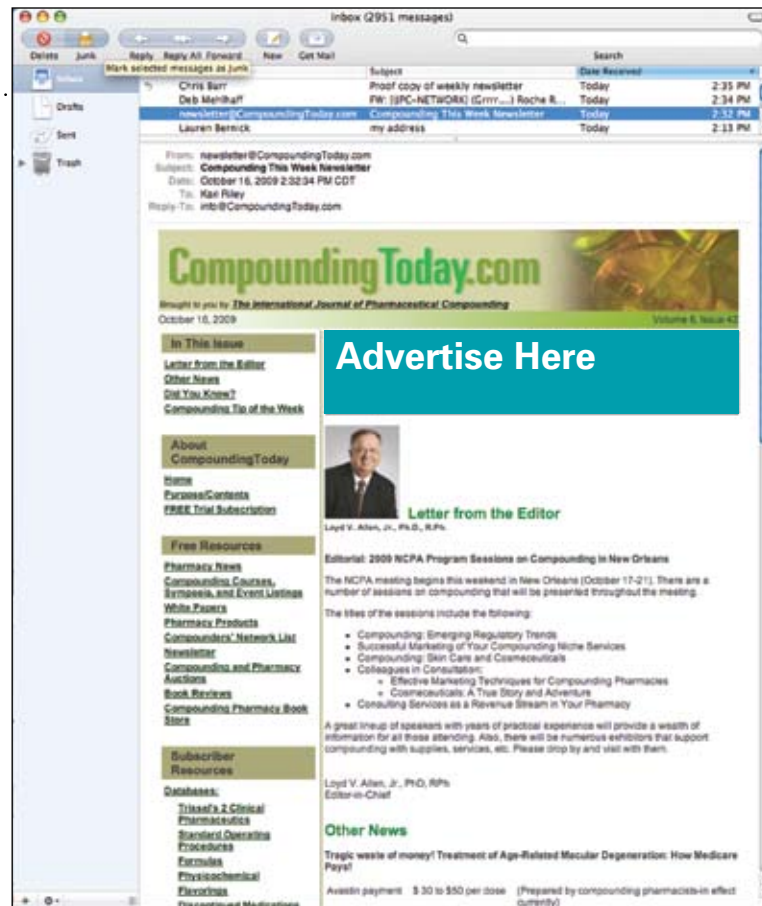
Display Text: Maximum of 120 characters of alternate text to be displayed during loading or when images are turned off. Contact info, email, phone number and website URL.

File Types: Static: GIF or JPEG; Animated: GIF upon approval

Looping: No looping

Maximum Size: 200k

Please provide the URL link.



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For More Information About Advertising with IJPC Contact Us At:
405.513.4236 | advertising@ijpc.com | www.ijpc.com/advertise

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