

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 homepage of the International Journal of Pharmaceutical Compounding (IJPC). At the top, there is a 'Leaderboard' advertisement. Below it, the main content area features an article titled 'PAIN MANAGEMENT' with a list of topics including 'Topical Treatment of Neuropathic Pain', 'Compounded Local Anesthetics to Alleviate Pain from Medical Procedures', 'Atypical Air-Sampling Equipment, Part II: Meeting United States Pharmacopeia Chapter (USP) Standards', and 'Upholding the Legality of Compounding: The Medical-Limit Pharmacy Case'. There are also links for 'Subscribers - Access your Journals' and 'Subscribers Today'. On the left side, there are three advertisement spots labeled R1, R2, and R3. R1 is a 'SUBSCRIBE TODAY' advertisement, R2 is a 'COMPOUNDEES NETWORK' advertisement, and R3 is a 'NEWSLETTER' advertisement. The website also includes a search bar, a 'WELCOME' message from the Editor-in-Chief, and a 'Learn More' link for the 'Order a FREE Sample Issue or Download an Article' 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