Mission / Vision Statement

U.S. PHARMACIST is committed to providing pharmacists with the highest quality clinical information. Our journal and programs, in both print and electronic formats, will continue to deliver “need to know” information, relevant to the clinical aspects of today’s pharmacy practice, with the goal of improving patient care.
Origin of Editorial

Of the articles published in U.S. PHARMACIST, 90% are solicited and 10% are unsolicited. All manuscripts submitted are blind peer reviewed by pharmacists with expertise in the subject of the article.

Editorial Advisory Board

The Editorial Advisory Board consists of pharmacists in a variety of practice settings, including community, consultant, and health-system pharmacy, as well as pharmacy leaders in academia, industry, and national associations. The Board contributes knowledge of cutting-edge advances to the profession via U.S. PHARMACIST.

U.S. PHARMACIST Provides Pertinent Editorial to Pharmacy Practitioners

- Accredited Continuing Education
- Consult Your Pharmacist
- Pharmacy Law
- Industry News
- Patient Teaching Aids
- Generic Trends
- What’s News
- FDA Fast Facts
- Clinical News Digest
- TrendWatch
- TechRx
- Contemporary Compounding
- Senior Care
- Diagnostic Spotlight

The Health Systems Edition also periodically contains a Pharmacy Focus, as well as Cancer News and AIDS News.

Average Ad/Editorial Ratio

<table>
<thead>
<tr>
<th>Edition</th>
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<tbody>
<tr>
<td>National Edition</td>
<td>45% / 55%</td>
</tr>
<tr>
<td>Health Systems Edition</td>
<td>45% / 55%</td>
</tr>
<tr>
<td>Specialty Pharmacy, Oncology/Hematology Supplement</td>
<td>40% / 60%</td>
</tr>
<tr>
<td>Pharmacy &amp; Technology Supplement</td>
<td>40% / 60%</td>
</tr>
<tr>
<td>Diabetes &amp; Pharmaceutical Care Supplement</td>
<td>40% / 60%</td>
</tr>
<tr>
<td>Generic Drug Review Supplement</td>
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### 2016 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial Focus</th>
<th>Month</th>
<th>Editorial Focus</th>
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<tbody>
<tr>
<td>January</td>
<td>Neurologic Diseases</td>
<td>July</td>
<td>Respiratory Diseases</td>
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<tr>
<td>February</td>
<td>Cardiovascular Diseases</td>
<td>August</td>
<td>Urology / Nephrology</td>
</tr>
<tr>
<td>March</td>
<td>Pain Management</td>
<td>September</td>
<td>Women’s Health</td>
</tr>
<tr>
<td>April</td>
<td>Infectious Diseases</td>
<td>October</td>
<td>New Drugs</td>
</tr>
<tr>
<td>May</td>
<td>Pediatric &amp; Adolescent Health</td>
<td>November</td>
<td>Mental Health</td>
</tr>
<tr>
<td>June</td>
<td>Autoimmune Diseases</td>
<td>December</td>
<td>Gastroenterologic Diseases</td>
</tr>
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</table>

**The Journal of Specialty Pharmacy, Oncology & Hematology Supplement**

February  May  July  November

**Generic Drug Review Supplement**

June

**Pharmacy & Technology Supplement**

August

**Diabetes & Pharmaceutical Care Supplement**

October

### 2016 Bonus Distribution

<table>
<thead>
<tr>
<th>Issue</th>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>GPhA Annual Meeting</td>
<td>Orlando</td>
<td>February 22-24</td>
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<tr>
<td>February</td>
<td>APhA Annual Meeting</td>
<td>Baltimore</td>
<td>March 4-7</td>
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<tr>
<td>April</td>
<td>NACDS Annual Meeting</td>
<td>Palm Beach</td>
<td>April 16-19</td>
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<td>July</td>
<td>NACDS Total Store Expo</td>
<td>Boston</td>
<td>August 6-9</td>
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<tr>
<td>October</td>
<td>NCPA Annual Convention</td>
<td>New Orleans</td>
<td>October 15-19</td>
</tr>
<tr>
<td>November</td>
<td>ASHP Mid-Year Meeting</td>
<td>Las Vegas</td>
<td>December 4-8</td>
</tr>
</tbody>
</table>
The National Edition of U.S. Pharmacist is mailed monthly to pharmacists in all practice settings: retail (independent and chain), hospital, HMO, clinical, and consultant pharmacists. The 158,000 circulation also includes health care buyers at chain headquarters and drug wholesalers.

Health Systems Edition

U.S. Pharmacist Health Systems Edition is mailed monthly to approximately 36,000 practicing pharmacists comprising hospital directors, staff and clinical pharmacists, HMO chief pharmacists, and consultant pharmacists. This peer-reviewed publication provides pharmacists with features and departments that address the pharmacy needs for acute patient care, long-term patient care, and outpatient pharmacy care.

Special Supplements

**Generic Drug Review–June†**
Polybagged and mailed to 148,000 practicing pharmacists.
Published in June, the Generic Drug Review Supplement provides editorial opportunities that allow your company to spotlight:
- Reputation and history
- Management team and philosophy
- Capabilities and current directions

**Pharmacy & Technology–August‡**
Polybagged and mailed to 148,000 practicing pharmacists.
U.S. Pharmacist’s Pharmacy & Technology Supplement explores the latest trends in this fast-growing area in which stakeholders seek to deliver better health care to patients while wrestling with regulatory issues, return on investment, and challenging privacy/security concerns. Potential editorial coverage areas include:
- Mobile technologies for home telehealth, including iPhone and iPad applications, and other Web-based innovations
- Medication Therapy Management (MTM) technologies and opportunities for enhanced pharmacist involvement
- Standards for communicating medical information related to patients’ electronic health records, including HL7
- The role of technology in curbing prescription drug abuse, including risk evaluation and mitigation strategies (REMS)

**Specialty Pharmacy, Oncology & Hematology–February, May, July, November*‡**
The Journal of Specialty Pharmacy, Oncology & Hematology Supplement is published 4 times a year – February, May, July, November – to 36,000 hospital, consultant, clinical, and HMO pharmacists. This is a peer-reviewed clinical publication that addresses pharmacy care for oncology and hematology patients.
Continuing education sponsorships are available for this specialized publication.

**Diabetes–October‡**
Polybagged and mailed to 148,000 practicing pharmacists.
According to the American Diabetes Association, there are approximately 20.8 million people in the U.S., or about 7% of the population, who have diabetes. Nearly one-third of that population is still undiagnosed. Advances in the treatment of diabetes are constantly being discovered, which requires pharmacists to be updated in its treatment. This special supplement to U.S. Pharmacist provides pharmacists with the necessary information to stay current on diabetes and its treatment.

* Health Systems rates apply.
† Consult your sales representative.
‡ National rates apply.
The peer-reviewed articles focus on providing practical information for managing patients’ drug therapies, initiating preventive care, and improving treatment outcomes. Features and departments address Rx and OTC products, alternative and complementary therapies, and home care products such as test kits and monitors.

Continuing Education is featured in every issue.
Circulation Information

Direct request circulation.
100% direct request from individual pharmacists and 0% from recipient’s company
100% of the copies are mailed by name and title and/or function.
Mailed to pharmacists in 50 states in the following practice settings:
• Independent retail and chain store pharmacies operating prescription departments
• Health systems pharmacies
• Nursing home pharmacies
• Department stores and discount stores operating prescription pharmacies
• Supermarkets operating prescription pharmacies
• Drug purchasing headquarters, including discount stores and supermarkets
• Drug wholesalers, colleges, associations, government, pharmacy students, HMOs, manufacturers, and others allied to the field

2016 circulation is approximately 158,000
See our latest BPA Statement for exact circulation information. CLICK HERE for full BPA report.

U.S. Pharmacist
Business/Occupational Breakout of Circulation June 2015

100% direct request circulation of pharmacy professionals, including pharmacists and pharmacy technicians
• U.S. Pharmacist requestors who also have requested to receive e-mails from U.S. PHARMACIST
• CE test takers who have requested to receive e-mails from U.S. PHARMACIST

See pages 10 & 11 for digital offerings, including solo-sponsored e-mails and e-newsletter opportunities.

Contact your sales representative for pricing.

2016 e-mail and e-newsletter circulation is approximately 240,000.
2016 Discount Programs, Corporate Discount Programs

**Same-Product Discount***
Two or more ads for the same product in the same month in any two or more U.S. PHARMACIST editions earns 25% off each ad.

**Identical Ad Discount***
Two or more identical ads placed in the same month in the same edition earns 50% off the second and subsequent identical ads.

**Special Discounts***
Nonprofit institutions, government agencies, pharmacy societies, and publishers are eligible for a 25% discount off the earned gross rate.

**Corporate Discount Program***
This program is based on 2015 activity in the U.S. PHARMACIST National and Health Systems editions and supplements.

Advertisers who accrued a:
- 12 times frequency in 2015 can deduct 2% from their 2016 earned rate.
- 24 times frequency in 2015 can deduct 3% from their 2016 earned rate.
- 36 times frequency in 2015 can deduct 4% from their 2016 earned rate.
- 48 times frequency in 2015 can deduct 5% from their 2016 earned rate.
- 60 times frequency in 2015 can deduct 8% from their 2016 earned rate.
- 72 times and higher frequency in 2015 can deduct 10% from their 2016 earned rate.

* Only one discount is applicable to any one insertion (no combined discounts).

**New Product Introduction Program***
Provides multiple exposures in U.S. PHARMACIST National or Health Systems Edition:
- Front cover
- Table of contents page
- New product ad index

Provide us with your new product press release for a write-up in our Product News section.

**PLUS Free Ad**
Advertise in three consecutive months in the National or Health Systems Edition and the fourth month is free (the free ad cannot be larger than the prior ads). Alternatively, with a firm commitment of four consecutive new product ads, you can deduct 25% off each of the first four consecutive ads.

**Established Product Program***
Advertise a single product in eight consecutive months and receive the ninth month insertion free (the free ad unit cannot be larger than the prior ad).

**Prescribing Information (PI) Page Discount**
Run 3 or more prescribing information pages with your ad and get a 50% discount off black & white rate per page starting with page 3 of the PI.
U.S. Pharmacist e-CONNECT FLASH

Highly Targeted Communications: The U.S. Pharmacist e-CONNECT FLASH offers advertisers a highly effective way to custom deliver their message to an audience of more than 240,000 qualified requesters. e-CONNECT FLASH features calls to action, such as “Click here,” to prompt pharmacists to visit sponsors’ Web sites—further increasing message exposure. In addition, sponsors benefit from their association with the trust and recognition inherent in the U.S. Pharmacist brand.

24-Hour Turnaround • Great Open Rates • Metrics Available

Cost: Please consult your sales representative.

e-CONNECT FLASH specs: HTML files preferred. We also accept PDF files.

CLICK HERE for e-Connect Flash Program Guidelines: http://www.uspharmacist.com/eblast_program_guidelines/

The MTM Review

Defined as medical care provided by pharmacists whose aim is to optimize drug therapy and improve therapeutic patient outcomes, medication therapy management (MTM) includes, but is not limited to, performing patient assessment and/or a comprehensive medication review, formulating a medication treatment plan, monitoring efficacy and safety of medication therapy, enhancing medication adherence through patient empowerment and education, and documenting and communicating MTM services to prescribers. The MTM Review is e-mailed to the entire U.S. Pharmacist list two times each month, and each issue includes abstracts with links to the full text of three authoritative, peer-reviewed feature articles plus breaking news impacting MTM. Consult your sales representative for pricing.

Banner size: 728 pixels wide x 90 pixels high

U.S. Pharmacist Weekly News Update

Readers can stay abreast of important developments affecting pharmacists with U.S. Pharmacist’s Weekly News Update, a key source for keeping current in an ever-changing environment that is e-mailed to the entire U.S. Pharmacist list. The update features in-depth, authoritative analysis of clinical and regulatory news as well as links to background articles that enable readers to quickly gain insight into key trends. Consult your sales representative for pricing.

Banner size: 728 pixels wide x 90 pixels high

PharmQD® A Social Network for Pharmacy Professionals

The mission of PharmQD (www.pharmQD.com) is to create an online pharmacy community where members can network socially and professionally to achieve their individual goals and promote advances in the pharmacy setting.

To accomplish our mission, PharmQD offers members current listings of professional opportunities and continuing education (CE) programs. Pharmacy news, commentary, blogs, and comment postings help members stay up to date on professional and social issues.
U.S. PHARMACIST Web Site  www.uspharmacist.com

U.S. Pharmacist’s Web site provides pharmacists with the tools to easily find must-have feature articles and departments in the current and past issues. Site visitors will find that taking continuing education with online grading is a convenient, user-friendly experience, plus the highly robust search engine locates the information they need by issue, topic, or keyword.

The U.S. Pharmacist Web site features links to current and past issues, supplements, and archived e-newsletters e-mailed monthly to the entire U.S. Pharmacist list, as well as the indispensable Patient Teaching Aids. There are also links to pharmacy associations, colleges, government agencies, a monthly poll, and health-related organizations. If that wasn’t enough, visitors can also click their way to a new job through the site’s Classifieds/Career Center!

Digital Editions of each issue and supplement are now available on the U.S. Pharmacist Web site.

U.S. PHARMACIST e-CONNECT Newsletter

- Monthly electronic newsletter to pharmacists providing need-to-know information.
- Information is unique in content and format to that of the journal.
- Advanced design and easy-to-read format.
- Largest validated professional pharmacy e-mail circulation in the industry.
- **Over 240,000 qualified requesters have given “Affirmative Consent”** to receive.

  *AFFIRMATIVE CONSENT: The Senate Commerce Committee Report for the CAN-SPAM Act indicates that “affirmative consent” requires some active choice or selection by the recipient. Remaining passive, such as not unchecking a prechecked box or other default Web form, is not sufficient.
  

**e-CONNECT Newsletter Specs:** All files must be GIF or JPEG.

- Center Column–Standard Horizontal Banner: 468 pixels wide x 60 pixels high
- Side Columns–Standard Vertical Banner: 120 pixels x 600 pixels
- Also accommodate small banners on sides: 120 pixels x 240 pixels or 120 pixels x 90 pixels
Additional Advertising Information

Please Fax Insertion Orders To: 201-623-0991

U.S. Pharmacist is perfect bound. Ads are interspersed and are subject to front/back rotation.

COVER RATES – NATIONAL EDITION
4th cover: Earned black & white rate plus 25%.
Cover 2 spread: Earned black & white rate plus 15% for the cover.

NATIONAL DEMOGRAPHIC/ GEOGRAPHIC AD RATES
Advertisements and inserts are accepted. Geographic regions are selected by zip code only. Minimum 30% of the national circulation. Amounts under 30% will be billed at the 30% rate.

SPLIT RUNS
Run of Book
Percent of circulation multiplied by the earned black & white rate, plus color charges.
Add $1,000 for stop press, selection, and handling charges (consult publisher).

Furnished Inserts
Percent of circulation multiplied by the earned black & white rate multiplied by the number of insert pages.
Add $1,000 for binding, selection, and handling charges (consult publisher).

EARNED RATES
Earned rates are based on the number of insertions in a 12-month calendar or fiscal period.
Advertising from U.S. Pharmacist and our supplements – Specialty Pharmacy, Oncology/Hematology, Generics, Diabetes, and Pharmacy & Technology – are combined to determine earned frequency.
Spread ads count as two insertions. Single-page and fractional-page ads are each counted as one insertion.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING
Insertion orders are required for placement of ad space. The insertion order must include the name of the advertiser and product, indication of National, Health Systems, and supplements, issue date, size of ad unit, and color requirements. All ads and inserts should indicate positioning and “A” side, “B” side.
All orders are accepted subject to the terms and conditions in this media planning guide and will be executed to the best of U.S. Pharmacist’s ability.
No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the publisher’s policies noted within this media planning guide shall be binding on U.S. Pharmacist.
Insertion orders are binding after closing date on parties placing the order; no cancellations are permitted after closing dates. U.S. Pharmacist disclaims all responsibility for copy changes made after closing dates without written agreement from U.S. Pharmacist.
U.S. Pharmacist reserves the unrestricted right to reject any advertising at any time after receipt of proofs of texts and illustrations. Advertisements that resemble U.S. Pharmacist editorial pages are prohibited.
Inadvertent failure by U.S. Pharmacist to publish an advertisement invalidates the insertion order for such an ad but will not affect any earned frequency discount.
Advertising pages are interspersed throughout the issue.

CLASSIFIED ADVERTISING
Information on advertising rates, closing dates, and production requirements can be obtained by contacting:
KERH Group LLC
PO Box 207
Parker Ford, PA 19457
Toll Free: 888-498-1490
E-mail: sales@kerhgroup.com

AGENCY COMMISSION
15% of gross on space, color, and premium rates. Commissions are calculated after earned discounts are deducted.
Closing Dates 2016

The following closing dates are for the U.S. Pharmacist National and Health Systems Editions and Specialty Pharmacy, Oncology/Hematology Supplement. If you need an extension beyond the dates shown, please contact the U.S. Pharmacist Production Manager at 201-623-0942.

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<th>ISSUE</th>
<th>SPACE RESERVATION</th>
<th>MATERIAL DUE DATE</th>
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Subscription Information

One-year subscription rate:

- U.S.A. rate: $63.00
- Faculty and Pharmacy student rate: $42.00
- Canada/Mexico rate: $87.00
- Air mail to all other countries: $170.00

Single-issue rate: $6.00

Reprint Information

Reprints of any articles that appear in U.S. Pharmacist can be ordered by contacting Wright’s Media at 877-652-5295 or jobson@wrightsmedia.com.

List Rental

Jennifer Felling
Statlistics
69 Kenosia Avenue
Danbury, CT 06810

E-mail: j.felling@statlistics.com
Tel: 203-778-8700
Fax: 203-778-4839
### Run of Book Ad Specifications

**Dimensions:**

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* Bleed off trim is 1/8”

**Preferred File Format:** PDF/X1-a; High-resolution PDF with embedded fonts and images.

**Accepted File Format:** Packaged InDesign CS4 (or earlier) files. Please provide all ancillary files including fonts, original InDesign and TIFF or EPS graphics (see details below). A digital color proof (Kodak Approval preferred) is required. **PLEASE PREFLIGHT YOUR FILES.** Any files found to have problems with fonts, colors, or graphics will be returned for adjustment. Additional MAC work will be charged back to the agency or client.

**Fonts:**
- Use only Postscript Type 1 fonts
- Supply suitcases, screen fonts, and printer fonts as well as fonts embedded in graphics
- Menu styled, Multiple Master, and True Type fonts are NOT accepted

**Graphics:**
- Use only EPS and TIFF file formats
- No JPEG or LZW compression
- 300 dpi for color and gray scale images
- Do not nest EPS files within EPS flatten layers. Delete extra channels in Photoshop.
- Resize and rotate images in their original application.

**Colors:** Convert all files to CMYK process unless a PMS color has been reserved and documented on the Ad Order.

**Proofs:** We require 1 digital proof (Kodak Approval preferred) from the digital file being delivered.

**Line Screen**
- 4-COLOR: 133 Line Screen. Total density may not exceed 300%
- BLACK/WHITE, 2-COLOR: 120 Line Screen
- Total density for 2-color may not exceed 170% and 1 color may be solid
- Black/White cannot exceed 85%

**Media Type:** CD-ROM (MAC formatted)

**Shipping**
- Disks, Proofs, and Insertion Orders go to:
  - Jobson Medical Information LLC
  - c/o U.S. Pharmacist – Production Department
  - 160 Chubb Avenue, Suite 304, Lyndhurst, NJ 07071
  - Production Manager: Edward Bartlett, 201-623-0942

**FTP**
- All files must be sent STUFFED. Send e-mail to ebartlett@jhihealth.com

**Instructions:**
- indicating Advertiser, Ad Unit, Month, and Publication. Color proofs, as indicated above, must be supplied.
- Host: ftp.production.jobson.com
- User: jobsonclient Password: ftp!prod1 Directory: In/USP_Ads
Furnished Insert Specifications

Available:
2- to 12-page inserts.
Larger units, gatefolds, and die-cuts are also acceptable upon publisher’s approval.

Acceptance:
A paper and content sample MUST be submitted for publisher’s approval.

Charges:
Contact your sales person for related charges.

Insert Size:
8” x 11” (Please deliver all inserts untrimmed.)
Inserts more than 2 pages must be supplied folded, carton packaging preferred.

Trimming:
1/8” off head, foot, and face & grind off.

Insert Stock:
70# minimum, 80# maximum.
Heavier stock may be accepted upon publisher’s review.

Type of Binding:
Bound to publication, allow for 1/8” gutter grind off.

Copy Clearance:
All inserts subject to publisher’s approval.

Insert Deadline:
Due to printer the 15th of month prior to issue date.

Insert Quantities:
• Full Run – 155,000
• Health Systems ONLY – 35,000
• Retail ONLY – 120,000
Please contact your sales representative on regional splits.

Insert Shipping:
Fry Communications
Attn: Nick Evans
15 Pleasant View Drive
Mechanicsburg, PA 17050
800-334-1429, ext. 3835

All insert materials will be retained for 12 months from the date of the last insertion and then destroyed.
For your convenience, the **U.S. Pharmacist 2016 Media Planning Guide**
is available online at [www.uspharmacist.com](http://www.uspharmacist.com).
Pull down the Resources menu located on the right side of the
home page and click on Media Guide.