2021 MEDIA PLANNING GUIDE

Number One Read Pharmacy Journal By Chain, Independent And Health-System Pharmacists

#1 TOTAL READERS AND RECEIVED

2020 Kantar Media Pharmacy Readership
### 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 digital 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.

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Editorial / Circulation Information</td>
</tr>
<tr>
<td>4</td>
<td>Publication Information</td>
</tr>
<tr>
<td>5</td>
<td>2021 Editorial Calendar Closing Dates</td>
</tr>
<tr>
<td>6</td>
<td>National / Health Systems Rates</td>
</tr>
<tr>
<td>7</td>
<td>2021 Discount / New Product Programs</td>
</tr>
</tbody>
</table>
| 8    | Digital Opportunities  
  » e-Mail/Newsletter  
  » eDIRECT  
  » Weekly News Update  
  » Next Issue eDIRECT |
| 9    | Digital Capabilities  
  » uspharmacist.com overview  
  » Digital Ad Specifications |
| 10   | Digital Ad Specifications |
| 11   | Print Ad Specifications |
| 12   | Additional Advertising/Subscription Information |
| 13   | Contact Information |
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
» Continuing Education » Contemporary Compounding » Industry News
» Patient Teaching Aid » TrendWatch » Pharmacy Law
» Consult Your Pharmacist » Pharmaceutical Focus
» Proactive Pharmacist » Diagnostic Spotlight
» Clinical News Digest » Generic Trends

Average Ad/Editorial Ratio 40% / 60%
Journal of Specialty Pharmacy Supplement 40%/60%

Circulation Information
U.S. Pharmacist circulation mails by name and title and/or function. U.S. Pharmacist circulation of 151,725 includes direct request from pharmacists in all 50 states in the following practice settings/specialties:
» Independent retail
» Chain pharmacies
» Independent pharmacies
» Retail stores 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

Circulation 153,724

Health System 21.3%
Independent 23%
Chain 44.7%
Consultant Pharmacists 1.1%
Specialty Pharmacy 0.8%
U.S. Pharmacist

U.S. Pharmacist delivers clinical content to pharmacists, across all practice settings, to assist in achieving clinical excellence and improving patient outcomes. Each issue focuses on a general disease area, as outlined in the editorial calendar, with peer-reviewed articles focusing 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.

U.S. Pharmacist is delivered to pharmacists via two editions each month:

National Edition
The National Edition is sent monthly to approximately 153,700 pharmacists in all practice settings: chain retail, independent, hospital, specialty, HMO, clinical, and consultant pharmacists.

Health Systems Edition
The U.S. Pharmacist Health Systems Edition delivers additional peer-reviewed features and departments that address the health-system pharmacy needs for acute patient care, long-term patient care, and outpatient pharmacy care.

Introducing U.S. Pharmacist Special Editorial Focus Sections
The Health Systems Edition is inserted into the National Edition and mailed monthly to approximately 35,000 practicing pharmacists comprising hospital directors, staff and clinical pharmacists, specialty pharmacists, oncology pharmacists, HMO chief pharmacists, and consultant pharmacists.

To ensure U.S. Pharmacist is providing our readers with the content the need and want, U.S. Pharmacist conducted a survey of our readers in all practice settings. The results showed that readers wanted more coverage in these areas:
• Specialty Pharmacy
• Technology
• Patient Consultation
• Financial Aspects of Pharmacy Management

As a result, U.S. Pharmacist is adding content to our editorial calendar in the form of Special Feature Editorial Sections within the National Edition. This will provide all pharmacists with more peer-reviewed clinical content.

Please refer to the 2021 Editorial Calendar on following page (page 5) for topics and months.
U.S. Pharmacist is also adding core eNewsletters for major practice settings to bring this and more content to our pharmacists.

Ask your sales representative for more information on advertising in these Special Feature Sections!
<table>
<thead>
<tr>
<th>Month</th>
<th>IO Due</th>
<th>Ad Material Due</th>
<th>Main Focus</th>
<th>Special Editorial Focus Section</th>
<th>Consult Your Pharmacist / Pharmacy Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/15/20</td>
<td>12/21/20</td>
<td>Neurologic Diseases</td>
<td></td>
<td>Glaucoma</td>
</tr>
<tr>
<td>February</td>
<td>01/13/21</td>
<td>01/20/21</td>
<td>Cardiovascular Diseases</td>
<td>Covid-19</td>
<td>Eating Disorders</td>
</tr>
<tr>
<td>March</td>
<td>02/10/21</td>
<td>02/17/21</td>
<td>Opioids &amp; Pain Management</td>
<td>Specialty Pharmacy/Oncology</td>
<td>Kidney Disease</td>
</tr>
<tr>
<td>April</td>
<td>03/18/21</td>
<td>03/24/21</td>
<td>Infectious Diseases</td>
<td>In-Pharmacy Vaccine Prime</td>
<td>COVID-19 Updates</td>
</tr>
<tr>
<td>May</td>
<td>04/15/21</td>
<td>04/21/21</td>
<td>Mental Health</td>
<td>Specialty Pharmacy/Oncology</td>
<td>Asthma/Allergy</td>
</tr>
<tr>
<td>June</td>
<td>05/13/21</td>
<td>05/19/21</td>
<td>Men’s Health</td>
<td>Generics/Biosimilars</td>
<td>Immunization</td>
</tr>
<tr>
<td>July</td>
<td>06/17/21</td>
<td>06/23/21</td>
<td>Respiratory Diseases</td>
<td>Specialty Pharmacy/Oncology</td>
<td>Prenatal Medication Concerns</td>
</tr>
<tr>
<td>August</td>
<td>07/15/21</td>
<td>07/21/21</td>
<td>Pediatric &amp; Adolescent Health</td>
<td>Dermatology</td>
<td>Telehealth</td>
</tr>
<tr>
<td>September</td>
<td>08/19/21</td>
<td>08/25/21</td>
<td>Women’s Health</td>
<td>Specialty Pharmacy/Oncology</td>
<td>Prostate Cancer</td>
</tr>
<tr>
<td>October</td>
<td>09/16/21</td>
<td>09/22/21</td>
<td>New Drugs</td>
<td>Breast Cancer</td>
<td>Vitamins/Supplements</td>
</tr>
<tr>
<td>November</td>
<td>10/14/21</td>
<td>10/20/21</td>
<td>Diabetes</td>
<td>Specialty Pharmacy/Oncology</td>
<td>COPD</td>
</tr>
<tr>
<td>December</td>
<td>11/16/21</td>
<td>11/22/21</td>
<td>Gastroenterologic Diseases</td>
<td>Cold &amp; Flu</td>
<td>MTM</td>
</tr>
</tbody>
</table>

### 2021 Bonus Distribution

<table>
<thead>
<tr>
<th>Issue</th>
<th>Conference</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>APhA Annual Meeting</td>
<td>Los Angeles, CA</td>
<td>Mar 12-15</td>
</tr>
<tr>
<td>April</td>
<td>HOPA</td>
<td>Portland, OR</td>
<td>Apr 14-17</td>
</tr>
<tr>
<td>April</td>
<td>NACDS Annual Meeting</td>
<td>Palm Beach, FL</td>
<td>Apr 24-27</td>
</tr>
<tr>
<td>May</td>
<td>ASEMBIA</td>
<td>Las Vegas, NV</td>
<td>May 2-5</td>
</tr>
<tr>
<td>July</td>
<td>NACDS TSE</td>
<td>Denver, CO</td>
<td>Aug 21-23</td>
</tr>
<tr>
<td>October</td>
<td>NCPA</td>
<td>Charlotte, NC</td>
<td>Oct 9-12</td>
</tr>
<tr>
<td>November</td>
<td>ASHP Mid-Year</td>
<td>Orlando, FL</td>
<td>Dec 6-10</td>
</tr>
</tbody>
</table>

Bonus Distribution is not guaranteed and solely dependent on society’s decision to hold the conference.
National Edition
2021 Run of Book Rates*

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$12,041</td>
<td>$6,695</td>
<td>$3,554</td>
</tr>
<tr>
<td>3x</td>
<td>$11,737</td>
<td>$6,520</td>
<td>$3,507</td>
</tr>
<tr>
<td>6x</td>
<td>$11,438</td>
<td>$6,360</td>
<td>$3,461</td>
</tr>
<tr>
<td>12x</td>
<td>$10,836</td>
<td>$5,995</td>
<td>$3,414</td>
</tr>
<tr>
<td>24x</td>
<td>$9,806</td>
<td>$5,480</td>
<td>$2,915</td>
</tr>
<tr>
<td>36x</td>
<td>$9,620</td>
<td>$5,335</td>
<td>$2,848</td>
</tr>
<tr>
<td>48x</td>
<td>$9,507</td>
<td>$5,253</td>
<td>$2,822</td>
</tr>
<tr>
<td>60x</td>
<td>$9,350</td>
<td>$5,217</td>
<td>$2,776</td>
</tr>
<tr>
<td>72x</td>
<td>$9,126</td>
<td>$5,109</td>
<td>$2,704</td>
</tr>
<tr>
<td>84x</td>
<td>$8,961</td>
<td>$5,047</td>
<td>$2,657</td>
</tr>
<tr>
<td>96x</td>
<td>$8,879</td>
<td>$4,954</td>
<td>$2,616</td>
</tr>
</tbody>
</table>

*Demographic and Geographic Split Runs are available. Please contact your advertising representative.

Health Systems Edition
2021 Run of Book Rate

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,981</td>
<td>$2,426</td>
<td>$1,354</td>
</tr>
<tr>
<td>3x</td>
<td>$3,878</td>
<td>$2,364</td>
<td>$1,324</td>
</tr>
<tr>
<td>6x</td>
<td>$3,770</td>
<td>$2,297</td>
<td>$1,282</td>
</tr>
<tr>
<td>12x</td>
<td>$3,600</td>
<td>$2,189</td>
<td>$1,236</td>
</tr>
<tr>
<td>24x</td>
<td>$3,389</td>
<td>$2,158</td>
<td>$1,138</td>
</tr>
<tr>
<td>36x</td>
<td>$3,105</td>
<td>$1,952</td>
<td>$1,066</td>
</tr>
<tr>
<td>48x</td>
<td>$3,044</td>
<td>$1,885</td>
<td>$1,015</td>
</tr>
<tr>
<td>60x</td>
<td>$2,997</td>
<td>$1,792</td>
<td>$984</td>
</tr>
<tr>
<td>72x</td>
<td>$2,941</td>
<td>$1,761</td>
<td>$979</td>
</tr>
<tr>
<td>84x</td>
<td>$2,930</td>
<td>$1,730</td>
<td>$968</td>
</tr>
<tr>
<td>96x</td>
<td>$2,915</td>
<td>$1,705</td>
<td>$953</td>
</tr>
</tbody>
</table>

Color
4 Color $3,600

Color
4 Color $2,700

Premium Position Rates National Edition
Earned black & white rate plus
Cover 4: 40%
Cover 2: 25%
Table of Contents: 15%
U.S. Pharmacist is perfect bound.
Ads are interspersed and are subject to front/back rotation.
2021 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.

**PLUS Free NEW PRODUCT 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 5 issues and receive 6th ad as added value month insertion free (the free ad unit cannot be larger than the prior ad and must be same edition).

**Prescribing Information (PI) Page Discount**
Run three 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.

*Only one discount is applicable to any one insertion (no combined discounts).
Reach 95% of Practicing Pharmacists with U.S. Pharmacist e-Mail Opportunities

U.S. Pharmacist e-mails deliver clinical, practice-impacting news and content to over 329,000 pharmacy professionals, reaching pharmacists and pharmacy techs across all practice settings. 
The U.S. Pharmacist e-mail list is 100% Direct Request.

U.S. Pharmacist eDIRECT

Deliver your key brand messaging to over 329,000 pharmacy professionals!

U.S. Pharmacist eDIRECT custom email is the ultimate channel to deliver new approvals, formulary updates, co-pay information, product education, and more brand messages to your target pharmacists. Ask your account manager for rates to deliver brand messages to your pharmacist targets.

24-48 Hour Turnaround • High Open Rates • Targeted and Segmented Delivery Available

Weekly News

An essential pharmacist resource for keeping current in an ever-changing environment, U.S. Pharmacist Weekly News reaches 350,000 pharmacy professionals every week. U.S. Pharmacist Weekly News 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. Create awareness of your brand message with the consistently highly read Weekly News.

High Open Rates • 100% SOV • Broad Pharmacy Reach

In the Next Issue - Electronic Table of Contents

A preview of the high-quality clinical journal content in the soon-to-be mailed issue. This timely eTOC, which is emailed to the full 350,000 list, enables pharmacists to monitor and anticipate the latest clinical developments. In addition, the In the Next Issue eNewsletter features links to popular and oftentimes provocative feature articles and departments from recent issues of U.S. Pharmacist

100% SOV • Broad Pharmacy Reach • Engaged Audience

Community Connection

Practice and patient management information for the independent pharmacist. Sent to over 44,000 independent pharmacists & techs with your brand message next to content critical to growing their business. Opportunity to support your valued independent pharmacist practice.

Targeted Reach • High Open Rates • 100% SOV

OTC Update

Get your brand in front of over 145,000 retail pharmacists and techs who are recommending over 8.2 OTC products per day and spending over 2 hours a day counseling patients. With the OTC Update eNL, pharmacists will stay up to date with news, updates, and practice management information for OTC products.

Targeted Reach • 100% SOV

Ask your representative about U.S. Pharmacist’s practice location focused eNewsletters! Independent Pharmacist’s Corner • Chain Pharmacist Consult Health-System Pharmacy News • Specialty Pharmacy News
**Digital Ad Specifications: USPharmacist.com & PowerPak.com**

<table>
<thead>
<tr>
<th>Ad Units Accepted</th>
<th>Ad Formats</th>
<th>Expanded Ad Unit</th>
<th>Expansion trigger to open (ie. 'click to open')</th>
<th>Expansion trigger to close (ie. 'click to close')</th>
<th>Expansion Direction</th>
<th>Standard File Size</th>
<th>Max File Size</th>
<th>Animation Limit</th>
<th>Rate</th>
<th>Frame Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>HTML5, JPG, GIF, Third Party Tags</td>
<td>728x315</td>
<td>Rollover to open</td>
<td>Click to close</td>
<td>Down</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length</td>
<td>Minimum 24 fps for video</td>
<td></td>
</tr>
<tr>
<td>160x600</td>
<td>HTML5, JPG, GIF, Third Party Tags</td>
<td>600x600</td>
<td>Rollover to open</td>
<td>Click to close</td>
<td>Right</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length</td>
<td>Minimum 24 fps for video</td>
<td></td>
</tr>
<tr>
<td>300x250</td>
<td>HTML5, JPG, GIF, Third Party Tags</td>
<td>600x250</td>
<td>Rollover to open</td>
<td>Click to close</td>
<td>Left</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length</td>
<td>Minimum 24 fps for video</td>
<td></td>
</tr>
<tr>
<td>Interstitial</td>
<td>HTML5, JPG, GIF, Third Party Tags</td>
<td>300x250 to 640x480</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max length (unlimited user initiated) 1.1 MB additional file size allowed for host-initiated video</td>
<td>Minimum 24 fps for video</td>
<td></td>
</tr>
</tbody>
</table>

**General Ad Requirements (Apply to all ads):**

- Interest-Based Advertising (IBA): Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- Audio: Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- Hotspot: Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- Defining ad space: Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- Max CPU: ad not to exceed 30% CPU usage during host-initiated execution.
- Submission lead time: Minimum lead time for ad file submission is 6 days before campaign start.
- Max number of host-initiated file requests: ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

**General Notes:**

- File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format.
- Initial file load: Includes all assets and files necessary for completing first visual display of the Ad.
- Host-initiated subload: where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.
- User-initiated file size: Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).
www.USpharmacist.com

- The U.S. Pharmacist website is open access and provides pharmacists, pharmacy techs, and students with resources including: patient teaching aids, videos, continuing education, news, conference coverage, disease and medication management content, and more!

- Pharmacy Practice sections provide content for pharmacists specific to their practice setting – chain, independent, health-system and specialty.

Disease and Pharmacy Focus hubs provide pharmacists with all of the U.S. Pharmacist peer-reviewed content and the latest news and updates around the patient care and treatment management.

- U.S. Pharmacist journal and supplements are available online with the digital edition and archives back to 2006.

Advertiser/Agency Requirements

No inventory will be held without a signed insertion order. Insertion order must include flight dates and special instructions.

All contracts hold a 14 day cancellation policy, unless FDA directive to suspend campaign is provided to U.S. Pharmacist.

U.S. Pharmacist reserves the right to approve and reject all ad creative that will run on USPharmacist.com. U.S. Pharmacist reserves the right to change out supplied creative if Advertiser’s preferred creative malfunctions. Advertiser will be notified to send new creative tags, if desired. Advertiser may decide to forfeit inventory.

Missed or Incorrect Ads U.S. Pharmacist is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should U.S. Pharmacist fail to publish an accepted ad for which an insertion order was received, U.S. Pharmacist will adjust advertiser’s/agency’s account accordingly, and such adjustment shall be the advertiser’s sole remedy.

Personally-Identifiable Information (PII) Collection No Advertising shall include any pixels, tags, Flash containers or other type of information collection software code, nor place any beacons, cookies, or other information collection devices on the browsers of users.
### Run of Book Ad Specifications

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Ad Unit</th>
<th>Non-Bleed</th>
<th>Bleed (1/8&quot;)</th>
<th>Trim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>14 1/2&quot; x 10&quot;</td>
<td>15 3/4&quot; x 11&quot;</td>
<td>15 1/2&quot; x 10 3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Pg</td>
<td>7&quot; x 10&quot;</td>
<td>8&quot; x 11&quot;</td>
<td>7 3/4&quot; x 10 3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>2/3 Pg Ver</td>
<td>5 5/8&quot; x 10&quot;</td>
<td>5 3/8&quot; x 11&quot;</td>
<td>5 1/8&quot; x 10 3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Pg Ver</td>
<td>4 1/2&quot; x 10&quot;</td>
<td>4 1/8&quot; x 11&quot;</td>
<td>3 7/8&quot; x 10 3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Pg Hor</td>
<td>7&quot; x 5&quot;</td>
<td>8&quot; x 5 5/8&quot;</td>
<td>7 3/4&quot; x 5 3/8&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Pg</td>
<td>2 1/4&quot; x 10&quot;</td>
<td>2 7/8&quot; x 11&quot;</td>
<td>2 5/8&quot; x 10 3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Pg</td>
<td>3 1/2&quot; x 5&quot;</td>
<td>4 1/8&quot; x 5 5/8&quot;</td>
<td>3 7/8&quot; x 5 3/8&quot;</td>
<td></td>
</tr>
</tbody>
</table>

**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. 800-1,200 dpi for line-work. No JPEG or LZW compression. Images must be CMYK, not RGB. 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 Density:**

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 Instructions:**

Disks, Proofs, and Insertion Orders go to:
Jobson Medical Information LLC
c/o U.S. Pharmacist – Production Department
395 Hudson Street, 3rd Floor, New York, NY 10014
Production Manager: Mario Iannotta (212) 274-7008

**FTP Instructions:**

All files must be sent STUFFED. Send e-mail to miannotta@jhihealth.com 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
Additional Advertising Information

Please email Insertion order to sales@uspharmacist.com

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.

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 – Journal of Specialty Pharmacy and Generics – are combined to determine earned frequency. Spread ads count as two insertions. Single-page and fractional-page ads are each counted as one insertion.

Agency Commission
15% of gross on space, color, and premium rates. Commissions are calculated after earned discounts are deducted.

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).

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.

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.

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

U.S. Pharmacist reserves the unrestricted right to reject any advertising at any time after receipt of proofs of texts and illustrations. Advertisers 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.

Publisher  •  Addie Blackburn  •  (201) 687-0813  •  ablackburn@uspharmacist.com
National Account Manager  •  Stela Salillari  •  (609) 781-5843  •  ksalillari@uspharmacist.com
Please email insertion orders to: sales@uspharmacist.com

Publisher
Addie Blackburn
(201) 687-0813
ablackburn@uspharmacist.com

Senior National Account Manager
Stela Salillari
(609) 781-5843
ksalillari@uspharmacist.com

Editor-in-Chief
Robert Davidson
(201) 623-0981
rdavidson@uspharmacist.com

Senior Associate Editor
Marjorie Borden
(201) 623-0989
mborden@uspharmacist.com

Associate Editor
Moira Flaherty
(201) 623-0930
mflaherty@uspharmacist.com

Production Manager
Mario Iannotta
(212) 274-7008
miannotta@jhihealth.com

Graphic Designer
Greg Concha
(212) 274-7036
gconcha@jhihealth.com

For your convenience, the U.S. Pharmacist 2021 Media Planning Guide is available online at www.uspharmacist.com/mediakit.

U.S. Pharmacist
Jobson Medical Information LLC
395 Hudson Street, 3rd Floor
New York, NY 10014
E-mail: sales@uspharmacist.com
Website: www.uspharmacist.com