



### Publisher

**Oxford University Press**  
198 Madison Avenue  
New York, NY 10016  
[www.global.oup.com](http://www.global.oup.com)  
800-445-9714

### Society

**American Society of Health-System Pharmacists**  
4500 East-West Highway, Suite 900  
Bethesda, MD 20814  
[www.ashp.org](http://www.ashp.org)  
866-279-0681

## Advertising Representatives

Pharmaceutical Media, Inc.  
4 South Orange Avenue, #504  
South Orange, NJ 07079  
[www.pminy.com](http://www.pminy.com)

**Michael Perlowitz**  
212-904-0374  
mperlowitz@pminy.com

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212-904-0379  
twolfinger@pminy.com

## General Information

### Editorial

The *American Journal of Health-System Pharmacy (AJHP)* is the official publication of the American Society of Health-System Pharmacists (ASHP). Established in 1943, it publishes peer-reviewed scientific papers on contemporary drug therapy and pharmacy practice innovations in hospitals and health systems. Articles in *AJHP* are abstracted and indexed in PubMed and many other scientific databases. *AJHP* is the most widely recognized and respected clinical pharmacy journal in the world.

**Editor-in-Chief:**  
Daniel J. Cobaugh, Pharm.D., DABAT, FAACT

**Deputy Editor in Chief:**  
Maryam Mohassel, Pharm.D., BCPS

**Editorial-Advertising Ratio:** 90/10

**Frequency:** 22 print issues and 2 online issues

### Policy on Placement of Advertising:

Advertising precedes and follows editorial.

### Requirements for Acceptance of Advertising:

Advertising will be accepted subject to editorial approval.

### Circulation

#### ASHP Section Membership Analysis\*

Ambulatory Care Practitioners	8,856
Pharmacy Practitioners	417
Clinical Specialists and Scientists	10,537
Inpatient Care Practitioners	12,465
Pharmacy Informatics	2,310
Pharmacy Educators	584
Pharmacy Practice Leaders	6,054
Specialty Pharmacy Practitioners	2,292
Undesignated** Students	4,362
Other	1,462
<b>TOTAL</b>	<b>49,339</b>

\* Section member counts include students and residents who have designated an ASHP section as their primary membership group.

\*\* A subset of ASHP members, including students, do not self-designate a primary section membership group upon joining ASHP.

**Print Circulation:** 46,592

**Digital-Only Subscribers:** 2,747

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

## Print Advertising Rates

### Black and White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$5,575	\$3,795	\$2,380
6X	\$5,440	\$3,700	\$2,315
12X	\$5,315	\$3,610	\$2,260
24X	\$5,185	\$3,510	\$2,210
36X	\$5,050	\$3,425	\$2,150
48X	\$4,925	\$3,340	\$2,100
60X	\$4,810	\$3,260	\$2,050
72X	\$4,680	\$3,185	\$1,990
84X	\$4,570	\$3,105	\$1,935
96X	\$4,450	\$3,015	\$1,895
108X	\$4,340	\$2,945	\$1,845
120X	\$4,235	\$2,875	\$1,805

### Color and Premium Rates (in addition to earned B/W rate)

Color Charges	
3 or 4-Color Rate	\$ 2,975

Position Charges	
Cover 4	50%
Cover 2	25%
Table of Contents	10%

### Insert Rates

Charged at the earned B/W rate times the number of pages.

## Rates and Billing Policies

**Earned Rates:** Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.

**Agency Commission:** 15% of gross billing on space, color and preferred positions. Invoice terms, net 30 days.

**Dual Responsibility:** Billing directed to the advertising agency at the net rate is approved on condition that the advertiser accept “dual responsibility” for payment if the agency does not remit within 90 days.

**Print Cancellations:** Cancellations in advertising by the advertiser or its agency may not be made after the closing date unless otherwise agreed to by both parties in writing.

## Advertising Incentive Programs

All pages placed by a company and its subsidiaries in ASHP publications (placed between January-December 2021), including *AJHP* and Meeting Programs are combined for **earned frequency**. This includes all free insertions earned under the incentive opportunities listed below.

### A. Continuity Rewards\*:

- Run six (6) same product insertions in any issues throughout the calendar year and receive a seventh (7th) insertion free in any other 2021 issue.
- Run ten (10) same product insertions in any issues throughout the calendar year and receive two (2) free insertions in any other 2021 issue.

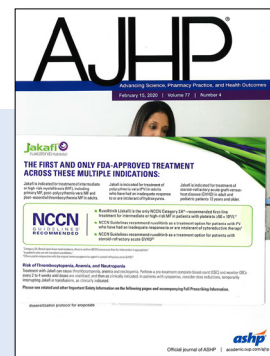
### B. New Product Discount:

Advertise a new product and receive a 15% discount off the gross cost for the first three insertions.

### C. Second Issue Discount:

Advertise in both issues in the same month and receive 20% off the second issue insertion.

\* Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.



## Cover-Tips/Outserts

- Cover tips and Outserts are available for **high impact and maximum visibility.**
- Contact your sales representative for rates and available issues.

## Issuance & Closing Dates

Issue Date	Space Closing	Materials	Inserts	Special Issues/Bonus Distribution
1/15	11/22	11/24	12/8	2022 Pharmacy Forecast Report
2/1	12/8	12/10	12/22	
2/15	1/4	1/6	1/20	Medication Use Process Theme Issue
3/1	1/17	1/19	1/28	
3/15	2/1	2/3	2/17	Telehealth Theme Issue
4/1	2/14	2/16	3/2	
4/15	3/1	3/3	3/17	
5/15	3/30	4/1	4/15	Summer Meeting Preliminary Program
6/1	4/20	4/22	5/6	<b>BONUS DISTRIBUTION</b> ASHP Summer Meetings & Exposition
6/15	5/3	5/5	5/19	
7/1	5/18	5/20	6/3	
7/15	6/6	6/8	6/22	National Trends in Prescription Drug Expenditures and Projections for 2022
8/1	6/21	6/23	7/8	
8/15	7/6	7/8	7/25	ASHP National Survey of Pharmacy Practice in Hospital Settings
9/1	7/18	7/20	8/3	Pharmacy Leaders Conference Preliminary Program National Pharmacy Preceptors Conference Preliminary Program
9/15	8/1	8/3	8/17	
10/1	8/17	8/19	9/2	
10/15	9/6	9/8	9/22	Midyear Clinical Meeting Preliminary Program
11/1	9/19	9/21	10/5	
11/15	10/3	10/5	10/19	
12/1	10/19	10/21	11/4	<b>BONUS DISTRIBUTION</b> ASHP Midyear Clinical Meeting
12/15	11/1	11/3	11/17	

### Bonus Distribution

#### ASHP Midyear Clinical Meeting

December 4-8, 2022  
Las Vegas, NV

## Print Specifications

### Mechanical Specifications

**Trim Size:** 8 1/8" x 10 7/8"

**Live Area:** 7 5/8" x 10 3/8"

**Binding:** Perfect

**Paper Stock:**

a. Cover: 100lb enamel

b. Body: 50lb enamel

**Halftone Screen:** 150

**Disposition of Material:** Material will be held for one year from last date of issue used and then destroyed unless other instructions are given to publisher.

### Reproduction Requirements (ROB)

#### Ad Sizes, Bleed

Page Sizes, Bleed	Width	Height
Spread	16-1/2"	11-1/8"
Full page	8-3/8"	11-1/8"

Keep all live matter 1/2" away from trim edges. Bleed requires 1/8" from all sides. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

#### Ad Sizes, Non Bleed

Page Sizes, Non-Bleed	Width	Height
Full page	7"	10"
1/2 page horizontal	7"	4-3/4"
1/2 page vertical	3-1/4"	10"
1/4 page	3-1/4"	4-3/4"

#### Electronic Submission of Advertising Materials:

PDF files only.

PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

**Please submit all creative to**  
**stagliaferro@pminy.com**

## Insert Requirements

**Delivered Size:** 8 1/2" x 11 1/4"

**Trim:** 1/8" from all 4 sides; jogs to head

**Quantity:** 48,000 per issue

All inserts must be furnished printed, folded, untrimmed, and ready to bind. Keep all live matter 1/2" away from trim edges. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

### Cover Tips

**Maximum Size:** 5" high x 8-1/8" wide.

**Minimum Size:** 4" high x 6" wide (smaller sizes may run on the equipment but samples need to be reviewed before approval. Additional set up fees may apply)

**Stock:** 50# minimum; 80# maximum

**Quantity:** 48,000 per issue

**Fixation:** Tipped with removable glue

### Outserts

**Maximum Size:** 8" x 10-7/8"

**Maximum Weight:** 3.3 oz.

**Quantity:** 48,000 per issue

### Ship to:

AJHP [identify issue]  
 Dartmouth Printing Co.  
 Attn: Kelly Nanopoulos  
 69 Lyme Road  
 Hanover, NH 03755  
 Ph: 603-653-7213

### Delivery Specifications:

**Packing:** Carton packing preferred (counter-stacking the pieces as needed) or placed in gaylords (in bundles of 20 or 25 without shrink wrap or rubber bands) for shipment.

**Labeling:** All shipments should include Journal name (AJHP), description of item, quantity per carton, total number of cartons in shipment, account manager's name, and issue date.

**Hours:** Shipments accepted Monday through Friday 7:00am-9:00pm.

### Send All Contracts and Insertion Orders to:

Attn: Susan Tagliaferro  
 Pharmaceutical Media, Inc.  
 Email: [Stagliaferro@pminy.com](mailto:Stagliaferro@pminy.com)  
 Phone: 212-904-0378

## Digital Media Opportunities



### ASHP.org & AJHP.org Banner Ads

- Averaging over 600,000 page views per month
- Averaging over 70,000 unique visitors per month

#### Ad Sizes:

728x90, 300x250, 160x600 & 300x50

#### Impressions per month

Global: 860,000

US: 660,000

**Run of Network Cost:** \$85 CPM Net

#### Contextual Keyword Targeting Cost:

\$200 CPM Net

#### Interstitial Advertising Cost:

\$150 CPM Net

### ASHP Podcast

- Preroll ad on all ASHP podcasts (except advocacy Podcasts)
- Typically the society release 3-5 podcasts per week
- Ad can be 15-20 seconds long (supplied by client)

**Cost:** Contact your sales representative for rates.

## Emails

### AJHP-New Issue Alert

- Deploys twice a month
- Distributed to 48,000+ ASHP Members
- One advertiser per email
- 728x90 on top and 300x250 in the middle of eTOC
- 22% Open Rate

**Cost:** \$3,000 Net Per Month

### Drug Shortages email

Content will include articles and latest news on drug shortages

- Deploys 18x per year to 44,000+ ASHP Members
- 300x250

**Cost:** Contact your sales representative for rates

### ASHP General NewsLink

eNewsletter keeping members informed of the latest news and issues affecting health-system pharmacy

- Distributed weekly to 45,000+ opt-in recipients
- 24.1% Open Rate
- 300x250 located in the middle, limited to one advertiser per email

**Cost:** \$2,900 net per email

### ASHP Section NewsLinks:

Deployed in Feb, April, June, Aug, Oct, Dec

### ASHP Inpatient Care Practitioners NewsLink:

- Deployed on 4th Friday of Month
- Distributed to 25,800+ opt-in recipients (24.2% Open Rate)

**Cost:** \$1,600 net per email

### ASHP Pharmacy Informatics and Technology NewsLink:

- Deployed on - 3rd Friday of Month
- Distributed to 13,300+ opt-in recipients (18.5% Open Rate)

**Cost:** \$1,200 net per email

### ASHP Pharmacy Practice Managers NewsLink:

- Deployed on 2nd Friday of Month
- Distributed to 14,900+ opt-in recipients (22.1% Open Rate)

**Cost:** \$2,000 net per email

### ASHP Clinical Specialists and Scientists NewsLink:

- Deployed on 4th Friday of Month
- Distributed to 23,700+ opt-in recipients (21.3% Open Rate)

**Cost:** \$1,750 net per email

### ASHP Ambulatory Care Practitioners NewsLink:

- Deployed on 3rd Friday of Month
- Distributed to 20,000+ opt-in recipients (21.1% Open Rate)

**Cost:** \$1,200 net per email

### ASHP Specialty Pharmacy Newslink:

- Deployed bimonthly (Jan, Mar, May, July, Sept, Nov) on the 1st of the month
- Distributed to 11,100+ opt-in recipients (23.2% Open Rate)

**Cost:** \$1,500 net per email

### Send Contracts & Materials to:

Michael Perlowitz : Pharmaceutical Media, Inc. • Email: mperlowitz@pminy.com • Ph: 212-904-0374