



Publisher

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Society

**American Society of
Health-System Pharmacists**
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Advertising Representatives

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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, FAAC

Deputy Editor in Chief:

Maryam Mohassel, Pharm.D., BCPS

Editorial-Advertising Ratio: 90/10

Frequency: 12 print issues and 24 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.

ASHP Section Membership Analysis*

Membership numbers as of 12/31/22

Ambulatory Care Practitioners	7,575
Community Pharmacy Practitioners	1,462
Clinical Specialists	9,386
Inpatient Care Practitioners	12,576
Pharmacy Informatics	1,927
Pharmacy Educators	1,117
Pharmacy Practice Leaders	5,657
Specialty Pharmacy Practitioners	2,208
Undesignated** Students	3,853
Other	2,023
TOTAL	47,784

* 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.

Circulation

Print Circulation: 35,000

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	\$5,920	\$4,030	\$2,530
6X	\$5,775	\$3,925	\$2,460
12X	\$5,640	\$3,830	\$2,400
24X	\$5,500	\$3,725	\$2,345
36X	\$5,355	\$3,635	\$2,280
48X	\$5,225	\$3,545	\$2,230
60X	\$5,105	\$3,460	\$2,180
72X	\$4,970	\$3,380	\$2,110
84X	\$4,850	\$3,300	\$2,055
96X	\$4,720	\$3,200	\$2,000
108X	\$4,600	\$3,125	\$1,960
120X	\$4,500	\$3,050	\$1,915

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 2024), including AJHP and Meeting Programs are combined for **earned frequency**. This includes all free insertions earned under the incentive opportunities listed below.

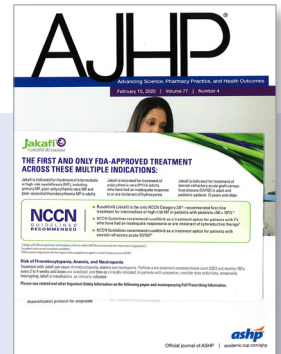
A. Continuity Rewards*:

- Run five (5) same product insertions in any issues throughout the calendar year and receive a sixth (6th) insertion free in any other 2024 issue.
- Run ten (10) same product insertions in any issues throughout the calendar year and receive two (2) free insertions in any other 2024 issue.

B. New Product Discount:

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

* 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	11/27	12/8	Pharmacy Forecast Report
2/15	1/4	1/8	1/20	
3/15	2/1	2/5	2/17	
4/15	3/1	3/4	3/17	
5/15	4/1	4/4	4/18	BONUS DISTRIBUTION ASHP Summer Meetings ASHP Summer Meeting Preliminary Program
6/15	5/1	5/6	5/22	
7/15	6/3	6/5	6/20	National Trends in Prescription Drug Expenditures and Projections
8/15	7/5	7/8	7/21	ASHP National Survey of Pharmacy Practice in Hospital Settings
9/15	8/1	8/3	8/17	Pharmacy Leaders Conference Preliminary Program & National Pharmacy Preceptors Conference Preliminary Program
10/15	9/6	9/8	9/22	Midyear Clinical Meeting Preliminary Program
11/15	10/3	10/5	10/19	BONUS DISTRIBUTION ASHP Midyear Clinical Meeting
12/15	11/1	11/3	11/17	



Bonus Distribution

ASHP Summer Meetings

June 8-12, 2024
Portland, OR

ASHP Midyear Clinical Meeting

December 8-12, 2024
New Orleans, LA

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

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

Fixation: Tipped with removable glue

Outserts

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

Maximum Weight: 3.3 oz.

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
Phone: 917-596-5201

Digital Media Opportunities



ASHP.org & AJHP.org Banner Ads

- Averaging over 235,000 engaged sessions per month
- Averaging over 75,000 unique visitors per month

Ad Sizes:

728x90, 300x250, 160x600 & 300x50

Impressions per month

Global: 826,000

US: 580,000

Run of Network Cost: \$95 CPM Net

Interstitial Ad Cost: \$185 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 42,000+ ASHP Members
- One advertiser per email
- 728x90 on top and 300x250 in the middle of eTOC
- 30.0% Open Rate

Cost: \$3,700 Net Per Month

Drug Shortages Email

Content will include articles and latest news on drug shortages

- Deploys 18x per year to 35,000+ ASHP Members
- 300x250 located in the middle, limited to one advertiser per email

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 36,000+ opt-in recipients
- 10.1% Open Rate
- 300x250 located in the middle, limited to one advertiser per email

Cost: \$3,100 net per email

ASHP Section NewsLinks:

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

ASHP Pharmacy Informatics and Technology NewsLink:

- Deployed on 3rd or 4th Thursday of Month
- Distributed to 11,000+ opt-in recipients (27.0% Open Rate)

Cost: \$1,500 net per email

ASHP Pharmacy Practice Leaders NewsLink:

- Deployed on 2nd Tuesday of Month
- Distributed to 15,500+ opt-in recipients (13.7% Open Rate)

Cost: \$2,300 net per email

ASHP Ambulatory Care Practitioners NewsLink:

- Deployed on Last Thursday of Month
- Distributed to 15,500+ opt-in recipients (10.0% Open Rate)

Cost: \$1,500 net per email

ASHP Specialty Pharmacy Newslink:

- Deployed on 1st Tuesday of Month
- Distributed to 10,000+ opt-in recipients (11.6% Open Rate)

Cost: \$1,800 net per email

ASHP Inpatient Care Practitioners NewsLink:

- Deployed bimonthly (Jan, Mar, May, July, Sept, Nov) on 1st Tuesday of Month
- Distributed to 21,000+ opt-in recipients (9.6% Open Rate)

Cost: \$1,900 net per email

ASHP Clinical Specialists and NewsLink:

- Deployed bimonthly (Jan, Mar, May, July, Sept, Nov) on 3rd Tuesday of Month
- Distributed to 18,000+ opt-in recipients (10.0% Open Rate)

Cost: \$2,150 net per email

Send Contracts & Materials to:

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