Print and Electronic Marketing

In today’s oversaturated market, it is hard to stand out from the crowd. Instead of relying on mass media and national coverage, more and more successful companies are turning to niche and local marketing. We offer several options for print and electronic marketing. We invite you to take a look at our offerings and hope you will find something that will perk up your marketing efforts.

**Print Advertising**
The Palmetto Pharmacist is SCPhA’s bi-monthly membership journal. It features Continuing Education credit opportunity, clinical articles, pharmacy issue updates, event registrations, and member highlights. All members receive an automatic subscription as part of their member benefits. The Palmetto Pharmacist is delivered both via traditional printed distribution as well as electronically to the membership of SCPhA.

*Advertising is available in several different size options, with greater discounts provided for longer run times. Bleeds are not accepted. Ads must be provided in digital format, .tif, .pdf, .jpeg or .eps, and in a high resolution format, 300 dpi or better preferred.*

**E-newsletter**
The South Carolina Pharmacy Association is offering advertising space in our weekly e-newsletter, Small Doses. This publication has become the reliable source for breaking news and timely stories that can’t wait for the lead time of a traditional printed format. Small Doses is delivered every Thursday, with a few minor exceptions around major holidays and the Thursday prior to our Annual Convention in June.

*We offer ONE exclusive clickable banner ad spot at the top of each issue. You will be able to provide us with a banner graphic at 560 x 80 pixels. We offer up to TWO smaller ads on the left hand margin, up to 100 x 100, per issue.*

**Website**
SCPhA’s website, www.scrx.org, is the one-stop shop to access membership information, event registration, news, and resources. Web traffic is on the rise as we filter more and more of our registrations and information directly through the site. Make a presence on our site through web advertising.

*We offer sponsorship on the right hand side of our home page. This is the main entry point for the site and provides the greatest exposure. Ads should be no larger than 200 x 200 pixels and should not contain flash or html.*

**The Fine Print**
SCPhA reserves the right to reject any advertising. Advertisers and their agencies assume liability for any claims which may arise from their advertising. Advertisements are interspersed and positioning of ads is at the discretion of the publisher, except where a request for a specific preferred position is acknowledge by the publisher in writing. Insertion orders are cancellations are due by the 10th of the month preceding the publication, in writing. Copy not furnished by closing date authorizes publisher to repeat ad. All ads are invoiced after publication. All payments are due 30 days from date of invoice. After initial 30 days, a late fee of $50 may be charged for every 30 days thereafter until payment is received.

For more information, contact Lauren Sponseller at 803.354.9977 or lauren@scrx.org.
Print Advertising Form

Advertiser Information

Company Name: ____________________________________________________________________________________________________
Address:___________________________________________________________________________________________________________
City:___________________________________________________ State:___________________ Zip:________________________________
Contact Name:________________________________________________________ Phone:________________________________________
Fax:_____________________________________ Email:____________________________________________________________________

Agency Information (if applicable)

Qualifying Ad Agency: SCPhA does offer a 15% discount on gross billing for recognized advertising agencies placing advertising on behalf of a company.
In-house agencies do not qualify for agency commission.
Agency Name: ______________________________________________________________________________________________________
Address:___________________________________________________________________________________________________________
City:___________________________________________________ State:____________________ Zip:_______________________________
Contact Name:________________________________________________________ Phone:________________________________________
Fax:______________________________________ Email:___________________________________________________________________

Authorized Signature:_________________________________________________________________________________________________
You are signing this contract as an authorized representative of the advertising company. Signing this contract binds you to the terms and policies of advertising with SCPhA.

Primary method of contact:    □ Advertiser    □ Agency

<table>
<thead>
<tr>
<th>PLEASE CIRCLE YOUR OPTION</th>
<th>1 Issue</th>
<th>3 Issues (1/2 year)</th>
<th>6 Issues (Full year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page - vertical only</td>
<td>$660</td>
<td>$1,800</td>
<td>$3,300</td>
</tr>
<tr>
<td>Inside Front Cover (vertical full page only)</td>
<td>$880</td>
<td>$2,400</td>
<td>$4,590</td>
</tr>
<tr>
<td>Inside Back Cover (vertical full page only)</td>
<td>$880</td>
<td>$2,400</td>
<td>$4,590</td>
</tr>
<tr>
<td>Back Cover (vertical full page only)</td>
<td>$990</td>
<td>$2,700</td>
<td>$5,150</td>
</tr>
<tr>
<td>1/2 page - vertical</td>
<td>$500</td>
<td>$1,410</td>
<td>$2,700</td>
</tr>
<tr>
<td>1/2 page - horizontal</td>
<td>$500</td>
<td>$1,410</td>
<td>$2,700</td>
</tr>
<tr>
<td>1/4 page - vertical</td>
<td>$335</td>
<td>$900</td>
<td>$1,710</td>
</tr>
<tr>
<td>1/4 page - horizontal</td>
<td>$335</td>
<td>$900</td>
<td>$1,710</td>
</tr>
<tr>
<td>Business Card</td>
<td>$60</td>
<td>$165</td>
<td>$270</td>
</tr>
</tbody>
</table>

For single and half year ads, please select the issue placement(s):
□ January/February (December 10) □ March/April (February 10) □ May/June (April 10)
□ July/August (June 10)        □ September/October (August 10) □ November/December (October 10)
*Deadlines noted in parentheses.

Payment Method: Check Enclosed; Check #___________     Corporate Check to be mailed by:____________________
Credit Card Type:    □ MC    □ Visa    □ AMEX    □ Discover     Total Due:  $______________
Name on Card_______________________________________ Signature___________________________________________
Credit Card #_________________________________________________________________Exp. Date_______________ CVV#__________
Billing Address__________________________________________________________________________

For print advertising, please return completed form to Jennifer Simmons by mail (1350 Browning Road, Columbia, SC 29210), by fax (803.354.9207) or by email (jennifer@scrx.org). Questions? Call Lauren Sponseller, Director of Communications, at 803.354.9977.
Electronic Advertising Form

Advertiser Information
Company Name: ____________________________________________________________________________________________________

Address: ___________________________________________________________________________________________________________

City: __________________________________________ State: __________________ Zip: _____________________________

Contact Name: __________________________________________ Phone: _____________________________________________

Fax: __________________________________________ Email: ________________________________________________

Agency Information (if applicable)
Qualifying Ad Agency: SCPhA does offer a 15% discount on gross billing for recognized advertising agencies placing advertising on behalf of a company. In-house agencies do not qualify for agency commission.

Agency Name: ______________________________________________________________________________________________

Address: ____________________________________________________________________________________________________

City: __________________________________________ State: __________________ Zip: _____________________________

Contact Name: __________________________________________ Phone: _____________________________________________

Fax: __________________________________________ Email: ________________________________________________

Authorized Signature: _______________________________________________________________________________________

You are signing this contract as an authorized representative of the advertising company. Signing this contract binds you to the terms and policies of advertising with SCPhA.

Primary method of contact:
□ Advertiser □ Agency

Small Doses Sponsorship: Sponsorship is based on limited availability. Ads are due the Wednesday prior to the issue (delivered every Thursday).

□ Large banner ad (560 x 80 pix): Qty: _____ x $100 per issue

□ Small ad (100 x 100 pix): Qty: _____ x $50 per issue

Website Sponsorship: Website sponsorship begins the day the ad is placed onto the website. Ads should be no larger than 200 x 200 pixels.

□ One year: $2,000 □ 6 months: $1,250

Total Due: $______________

Payment Method: Check Enclosed; Check #______ Corporate Check to be mailed by:_________________________

Credit Card Type: □ MC □ Visa □ AMEX □ Discover

Name on Card_________________________________________ Signature_________________________________________

Credit Card #_________________________________________ Exp. Date__________ CVV#____________

Billing Address_________________________________________________________________________________________

For Small Doses and website advertising or sponsorship, please return completed form to Lauren Sponseller by mail (1350 Browning Road, Columbia, SC 29210), by fax (803.354.9207) or by email (lauren@scrx.org).