

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 clickable ad spots 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 acknowledged by the publisher in writing. Insertion orders or 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 Nicole Robinson at 803.354.9977 or nicole@scrx.org.

PRINT ADVERTISING FORM

Advertiser Information

Company Name _____ Contact Name _____

Email _____ Phone _____ Fax _____

Address _____ City _____ State _____ Zip _____

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 _____ Contact Name _____

Email _____ Phone _____ Fax _____

Address _____ City _____ State _____ Zip _____

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

For single and half year ads, please select the issue placement(s):

- January/February (Dec. 10) March/April (Feb. 10) May/June (Apr. 10)
 July/August (June 10) September/October (Aug. 10) November/December (Oct. 10)

**Deadlines noted in parentheses.*

PLEASE CIRCLE YOUR OPTION	1 Issue	3 Issues (1/2 year)	6 Issues (Full year)
Full Page - vertical only	\$660	\$1,800	\$3,390
Inside Front Cover (vertical full page only)	\$880	\$2,400	\$4,590
Inside Back Cover (vertical full page only)	\$880	\$2,400	\$4,590
Back Cover (vertical full page only)	\$990	\$2,700	\$5,160
1/2 page - vertical	\$500	\$1,410	\$2,700
1/2 page - horizontal	\$500	\$1,410	\$2,700
1/4 page - vertical	\$335	\$900	\$1,710
1/4 page - horizontal	\$335	\$900	\$1,710
Business Card	\$60	\$165	\$270

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 SC Pharmacy Association by mail (1350 Browning Road, Columbia, SC 29210), by fax (803.354.9207) or by email (nicole@scrx.org).

ELECTRONIC ADVERTISING FORM

Advertiser Information

Advertiser Information

Company Name

Contact Name

Email

Phone

Fax

Address

City

State

Zip

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

Contact Name

Email

Phone

Fax

Address

City

State

Zip

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 Saturday).

Column ad (100 x 100 pix): Qty: ____ x \$100 per month (4 weekly issues per month)

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 (51 issues per year)

6 months: \$1,250 (26 issues per half year)

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 _____

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