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Pharmacy Society
of Wisconsin

MEDIA KIT



One Voice. One Vision.

our vision

Together we can inspire each other to advance our profession with the single purpose of enhancing the lives of our patients.

- As an Essential Professional Resource
- As a Unified Voice for Wisconsin Pharmacy
- Facilitating Pharmacy Practice Advancement
- Making a Difference in Patients Lives

our story

With “One Voice, One Vision” on January 1, 1998 Wisconsin successfully united all pharmacists, pharmacy technicians and student pharmacists within one advocating organization. The Pharmacy Society of Wisconsin has championed the cause of helping pharmacists deliver the best care for their patients. Today, with more than 4,200 members statewide, PSW is THE professional organization pharmacists, pharmacy technicians and student pharmacists join to further their careers, advance the standing of pharmacists and improve the care of patients in Wisconsin.

First rate education, networking opportunities, business solutions, inspirational stories and finding ways to make a difference is what the PSW is all about. PSW is designed so that its members can work together, help one another, and advance the pharmacy profession with the singular purpose of enhancing the lives of people in Wisconsin.

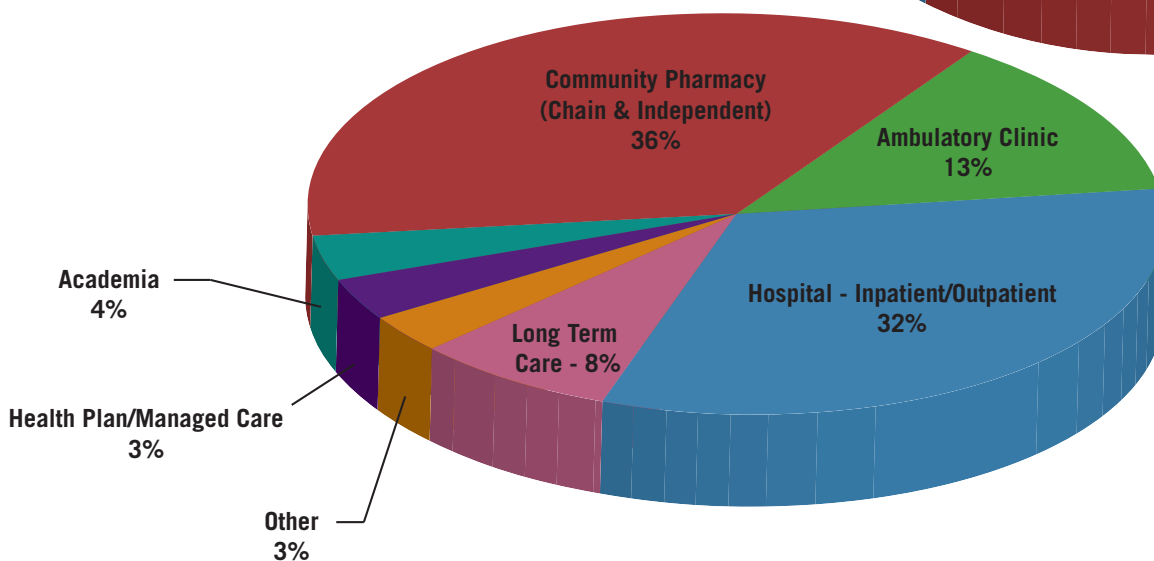
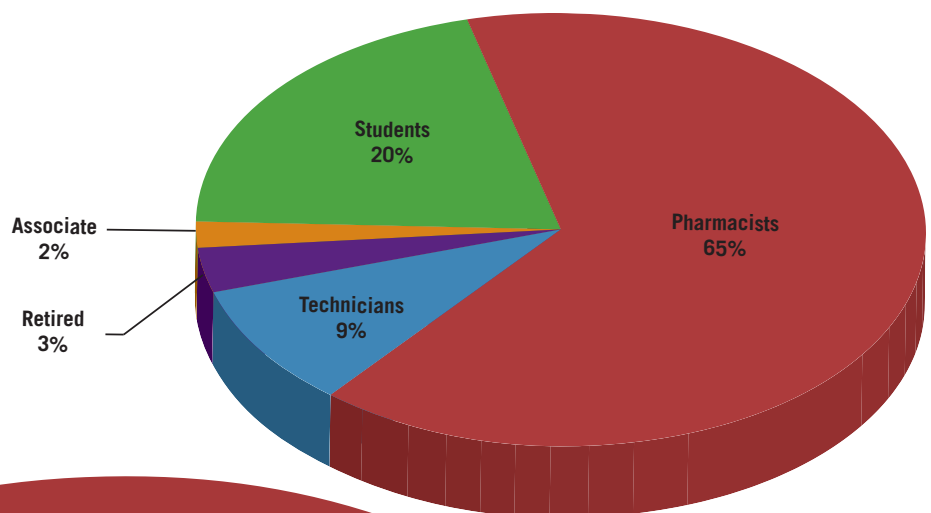
about our members

Membership Type

Pharmacists	65%
Students	20%
Technicians	9%
Retired	3%
Associate	2%

Practice Areas

Community Pharmacy (Chain/Independent)	36%
Hospital - Inpatient/Outpatient	32%
Ambulatory Clinic	13%
Long Term Care	8%
Academia	4%
Health Plan/Managed Care	3%
Other	3%





The Journal

of the Pharmacy Society of Wisconsin

READERSHIP *The Journal* is an exclusive benefit of the Pharmacy Society of Wisconsin and is mailed to PSW's over 4200 members. PSW members practice in independent community pharmacies, chain pharmacies, long term care pharmacies, hospitals, clinics, home infusion pharmacies, industry, and academia.

Our subscribers include pharmacists, vendors, students, and persons and institutions with a special interest in pharmacy.

PSW estimates that over 4,200 Wisconsin pharmacists and key pharmacy decision makers read each issue.

PRINTING SPECIFICATIONS

Trim size: 8 1/2" x 11"
 Bleed: 8 1/4" x 11 1/4"
 Printing process: Printed 4C Web, 50# White Gloss Text
 Binding: Perfect Bind
 Formats accepted: Digital PDF Files

All ad material must have trim marks and color clearly indicated. Layout and typesetting services are available for an additional cost. All artwork will be destroyed after one year unless requested in writing to be returned.

FREQUENCY AND DEADLINES *The Journal* is published bimonthly, six times a year by the Pharmacy Society of Wisconsin.

We try to accommodate all requests, but ask that you submit your ad by the submission deadlines to guarantee placement. Insertion orders, contracts and materials are due on these dates.

Issue	Publication Date	Contract Deadline	Ad Deadline
Jan/Feb	Jan 1	Nov 15	Dec 1
March/April	March 1	Jan 15	Feb 1
May/June	May 1	March 15	Apr 1
July/Aug	July 1	May 15	June 1
Sept/Oct	Sept 1	July 15	Aug 1
Nov/Dec	Nov 1	Sept 15	Oct 1

AGENCY COMMISSION AND TERMS 15% commission on base rate to recognized agencies.

The publisher reserves the right to reject any and all advertising copy submitted, with or without cause. The publisher's liability for misprinting or failure to insert such advertising shall be limited to the refund of the payment made for each insertion. Position of advertising is at the sole discretion of the publisher.

PAYMENT INFORMATION All payments owed for the issue last billed are to be paid in full within 30 days after invoicing. Advertisers/agents shall accrue a penalty of 2% of their balance for each month payment is outstanding by more than 60 days from invoice. No commission shall be paid on accounts past due more than 60 days from invoice. Advertisers/agents withdrawing advertisements upon signed insertion order date of publication shall pay 50% of gross amount owed. The advertiser is responsible for ads not paid by its agency after sixty days.

TEAR SHEET POLICY Publisher provides one tear-sheet upon publication to display advertisers. Exceptions to this policy are at the publisher's discretion.

CONTACT Ads, contracts, insertion orders, payments, reproduction material and all other related communication should be addressed to: Megan Grant, Pharmacy Society of Wisconsin, 701 Heartland Tr., Madison, WI 53717; phone: 608-827-9200; fax: 608-827-9292; email: mgrant@pswi.org.

CLICK TRACKING PSW also publishes *The Journal* online and can provide advertisers the opportunity to insert embedded links into their advertisement. Click tracking for all advertisements placed within *The Journal* is available upon request.

EDITORIAL OUTLOOK TOPICS FOR 2019

January/February 2019

- Theme: Endocrine

March/April 2019

- Theme: Epidemics

May/June 2019

- Theme: Allergy / Asthma

July/August 2019

- Theme: Practice Advancement

September/October 2019

- Theme: Immunizations and Population Health

November/December 2019

- Theme: Pediatrics



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The Journal

of the Pharmacy Society of Wisconsin



BELLYBAND OPTION
 \$2,500 color print 1-side
 \$2,750 color print 2-side
 8 1/2" x 5" appears on both sides of *The Journal*

- **INSERT OPTION** ask for details and pricing
- **B/W POST IT NOTE OPTION ON FRONT COVER** ask for details and pricing
- **TIP ON** ask for details and pricing

SIZE	DIMENSIONS	1X	3X	6X	12X	
4 Pages	8 1/2" x 11" per page size with at minimum 1/8" bleed on each side	<input type="checkbox"/> \$4,119	<input type="checkbox"/> \$3,707	<input type="checkbox"/> \$3,501	<input type="checkbox"/> \$3,295	
3 Pages	8 1/2" x 11" per page size with at minimum 1/8" bleed on each side	<input type="checkbox"/> \$3,089	<input type="checkbox"/> \$2,780	<input type="checkbox"/> \$2,626	<input type="checkbox"/> \$2,471	
2 Pages	8 1/2" x 11" per page size with at minimum 1/8" bleed on each side	<input type="checkbox"/> \$1,893	<input type="checkbox"/> \$1,704	<input type="checkbox"/> \$1,609	<input type="checkbox"/> \$1,515	
Back Cover	(Please contact PSW. Need to leave space for inkjet address.)	<input type="checkbox"/> \$1,727	<input type="checkbox"/> \$1,555	<input type="checkbox"/> \$1,468	<input type="checkbox"/> \$1,382	
Inside Cover	8 1/2" x 11" page size with at minimum 1/8" bleed on each side	<input type="checkbox"/> \$1,514	<input type="checkbox"/> \$1,363	<input type="checkbox"/> \$1,287	<input type="checkbox"/> \$1,211	
Full Page	8 1/2" x 11" page size with at minimum 1/8" bleed on each side	<input type="checkbox"/> \$1,262	<input type="checkbox"/> \$1,136	<input type="checkbox"/> \$1,072	<input type="checkbox"/> \$1,009	
Half Page	7 1/2" x 4 5/8"	<input type="checkbox"/> \$753	<input type="checkbox"/> \$678	<input type="checkbox"/> \$640	<input type="checkbox"/> \$603	
Full Column <input type="checkbox"/>	2 3/8" x 9 1/2" -OR- Third Page <input type="checkbox"/>	4 7/8" x 4 5/8"	<input type="checkbox"/> \$502	<input type="checkbox"/> \$452	<input type="checkbox"/> \$427	<input type="checkbox"/> \$402
Half Column	2 3/8" x 4 5/8"	<input type="checkbox"/> \$251	<input type="checkbox"/> \$226	<input type="checkbox"/> \$213	<input type="checkbox"/> \$201	
Job Classified	Limited to 125 words per ad.	<input type="checkbox"/> \$150				
Custom		<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	<input type="checkbox"/> \$	



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* The prices contained on this rate card are for a signed contract period only, rates are subject to change upon renewal.
 * Please contact Megan Grant at mgrant@pswi.org for the exact measurements of the bellyband as it may vary depending upon the thickness of the publication.
 * For ads that are larger than 4 pages please contact Megan Grant at mgrant@pswi.org for pricing and details.

Full Page 8 1/2" x 11" per page size with at minimum 1/8" bleed on each side

Third Page Box

4 7/8" x 4 5/8"

Full Column

2 3/8" x 9 1/2"

Half Page

7 1/2" x 4 5/8"

Half Column

2 3/8" x 4 5/8"

Electronic advertising opportunities

WEBSITE ADVERTISING The PSW website (www.pswi.org) is one of the most visited state pharmacy sites on the web, receiving nearly 300,000 page views a month and over 130,000 individual visitors last year. As our online services — such as continuing education opportunities — continue to grow, these numbers are increasing daily.

Online ads provide advertisers with a simple and cost-effective way to increase brand awareness and visibility while driving traffic to your web site and/or exhibit booth.

Website visitors include pharmacy professionals, students, and persons and institutions with a special interest in pharmacy. Like our members, many practice in independent community pharmacies, chain pharmacies, long term care pharmacies, health systems, hospitals, clinics, home infusion pharmacies and managed care companies.

Leaderboard

Website for 2 months:	\$1,500
Website for 3 months:	\$2,000
Website for 4 months:	\$2,500
Website for 5-6 months:	\$3,500
Website for 7 months:	\$4,000
Website for 8 months:	\$4,500
Website for 9 months:	\$5,000
Website for 10 months to 1 year:	\$6,000

Square

Website for 2 months:	\$800
Website for 3 months:	\$1,000
Website for 4 months:	\$1,200
Website for 5-6 months:	\$1,800
Website for 7 months:	\$2,000
Website for 8 months:	\$2,200
Website for 9 months:	\$2,400
Website for 10 months to 1 year:	\$2,800

Skyscraper

Website for 2 months:	\$1,200
Website for 3 months:	\$1,800
Website for 4 months:	\$2,400
Website for 5-6 months:	\$3,000
Website for 7 months:	\$3,600
Website for 8 months:	\$4,200
Website for 9 months:	\$4,800
Website for 10 months to 1 year:	\$5,400

Ad Requirements:

Leaderboard:	728 pixels x 90 pixels
Square:	250 pixels x 250 pixels (other sizes available)
Skyscraper:	160 pixels x 600 pixels (other sizes available)

Have our professional in-house designer create your ad! Simply send us your company logo with the content you wish to include. An additional one-time \$200 designers fee will apply. For further information on website advertising, contact Megan Grant at mgrant@pswi.org.

WEBSITE SPONSORSHIP Want to really stand out from your competition? Become an exclusive sponsor of www.pswi.org.

Website sponsorship assists PSW in the continued development and ongoing maintenance of the site for a full calendar year and provides the sponsoring company with visible recognition as the site's sole sponsor.

The sponsor receives one year of recognition, which includes the sponsor logo and a direct link to the sponsor's own website, on every page of the PSW site.

For more information and pricing considerations, contact Megan Grant at mgrant@pswi.org

E-NEWSLETTER ADVERTISING Select which newsletter you would like your ad to appear in.

Every Friday morning, PSW distributes *Fast Facts*, an electronic newsletter capturing the week's pharmacy-related news. *Fast Facts* is emailed to over 4,200 pharmacy professionals in Wisconsin. Its weekly distribution makes it a perfect venue for time-sensitive advertisements like job openings.

Banner ad in *Fast Facts*, *LTC Newsline*, and *WPQC Newsletter*

Two week consecutive run:	\$400
One week run:	\$300

Ad Requirements:

Image size:	170 pixels wide x 400 pixels tall
Resolution:	72 dpi
File format:	GIF or JPEG

Leaderboard ad in *Fast Facts*, *LTC Newsline*, and *WPQC Newsletter*

Two week consecutive run:	\$500
One week run:	\$400

Ad Requirements:

Image size:	620 pixels wide x 100 pixels tall
Resolution:	72 dpi
File format:	GIF or JPEG

In-copy ad in *Fast Facts*, *LTC Newsline*, and *WPQC Newsletter*

Two week consecutive run:	\$400
One week run:	\$300

Ad Requirements:

Written material may not exceed 150 words. Photos and links may be included. In-copy ads will be placed at the end of the news

Additional advertising and sponsorship opportunities

PROGRAM BOOKLET ADVERTISING

A program booklet is created and distributed to all attendees at the **Educational Conference** and **Annual Meeting**. Consider sponsoring an exclusive ad on the back cover of the program booklet at one of our major conferences. Additional advertising opportunities are also available. For more information, contact Megan Grant at mgrant@pswi.org.

BOOKLET AD	1X	2X	ADDITIONAL OPTIONS <ul style="list-style-type: none"> • Insert option • B/W post it note on front cover • Tip on • Belly band
Full Page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,900	
Half Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$950	
Full Column	<input type="checkbox"/> \$750	<input type="checkbox"/> \$713	
Custom	<input type="checkbox"/> \$	<input type="checkbox"/> \$	

Contact Megan Grant for more details at mgrant@pswi.org.

EXHIBIT THEATER The exhibit theater is a pharmaceutical-industry sponsored program held during the **Senior Care Conference**, **Educational Conference** or the **Annual Meeting**. The sponsor is solely responsible for the content of the program. Continuing education may not be associated with the program. PSW will provide marketing information to potential registrants about its schedule and venue location. Contact Megan Grant at mgrant@pswi.org.

SPONSORSHIP Exhibitors are invited to sponsor a program, session or event at our conferences and events throughout the year. Contact Megan Grant at mgrant@pswi.org for additional materials on sponsoring one of our events.

EXHIBIT Exhibit at one of our four events that have an exhibit session for pharmacy professionals to attend.

- Senior Care Conference
- Educational Conference
- Annual Meeting

REVERSE EXHIBITS A reversal of the traditional tradeshow format gets you a one-on-one meeting with key pharmacy leaders!

- Educational Conference
- Annual Meeting

PSW PARTNERSHIP OPPORTUNITIES

The **Platinum Partnership** opportunity is exclusive to one company and is on a first come, first serve basis. This package is \$20,000 (valued at \$25,000) Platinum Partner benefits include:

- Recognition as a Platinum Partner for the 2019 Senior Care Conference, Educational Conference, and Annual Meeting
- One full page ad in the Educational Conference & Annual Meeting program book
- One Tip on ad on The Journal issue of your choice
- One two page ad in The Journal of your choice
- One ad in Fast Facts per month for eight months
- Three complimentary registrations to PSWs conferences (one senior Care Conference, one Educational Conference, and one Annual Meeting)
- Exhibit booths at the Senior Care Conference, Educational Conference, and Annual Meeting.
- Sponsorship of one additional event of your choice at the Educational Conference or Annual Meeting
- Foundation Event Sponsor
- One complimentary Annual Meeting Foundation Event registration

The **Gold Partnership** may be purchased by more than one company and is \$10,000 (valued at \$15,000) and includes:

- Recognition as a Gold Partner for the 2019 Educational Conference or Annual Meeting
- One full page ad in the Educational Conference or Annual Meeting Program book
- One two page ad in The Journal issue of your choice
- One complimentary registration to PSWs conference (one Educational Conference or one Annual Meeting)
- Exhibit booths at the Senior Care Conference, Educational Conference, and Annual Meeting.
- Foundation Event Sponsor
- One complimentary Annual Meeting Foundation Event registration

Contact Megan Grant at mgrant@pswi.org for additional materials and pricing on partnership, exhibit, and sponsorship opportunities.

ADDED BONUS:

Any of the options on this page you will also be recognized in the conference recap issue in *The Journal* at no additional cost.



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Electronic advertising opportunities

ONLINE JOB POSTINGS PSW's online *Job Network* (<http://careers.pswi.org>) is your gateway to find great pharmacy professionals. Browse our resumes and only pay for the ones that interest you! Or reach the most qualified candidates by posting your job openings and managing your online recruiting efforts. For details on pricing and products listed below please visit us on the web.



SIZE	DIMENSIONS	COST	
Job Posting	List your opportunity for on the Pharmacy Society of Wisconsin career center.	<input type="checkbox"/> \$160/ 30 day	<input type="checkbox"/> \$210/ 60 day
Fast Facts Electronic Ad	Have your job posting appear in the FastFacts newsletter. FastFacts is an electronic newsletter of pertinent and timely news emailed weekly (every Friday) to all Pharmacy Society of Wisconsin members. Your ad will be highlighted in the right-hand column as the "Featured Job Posting" of the week in the next available newsletter or in the week you specify. If you would like to include your company logo in the Fast Facts banner ad, please email the logo directly to mgrant@pswi.org, email subject line: LOGO FOR FASTFACTS JOB AD	<input type="checkbox"/> \$300/ one week	<input type="checkbox"/> \$400/ two week
Web Banner on PSWI.ORG	Two month web banner on www.pswi.org. Create a web banner ad measuring 270 pixels wide x 180 pixels tall, 72 dpi, jpeg file format. *Note: The banner ad only rotates between three spots so that your ad is seen when someone is visiting the website. Availability is on a first come, first serve basis. The PSW Website (pswi.org) is one of the most visited state pharmacy sites on the web, receiving nearly 300,000 page views a month and over 130,000 individual visitors last year. Website visitors include pharmacy professionals, students, and persons with a special interest in pharmacy. Like our members many practice independent community pharmacies, chain pharmacies, long term care pharmacies, health systems, hospitals, clinics, home infusion pharmacies and managed care companies.	<input type="checkbox"/> \$1,200/ 2 months	
Print Ad in <i>The Journal</i>	The Journal reaches over 4,200 members. Job posting limited to 125 words, each additional word will accumulate an additional charge.	<input type="checkbox"/> \$150	
Resume Purchase		<input type="checkbox"/> \$35	
Job Posting + Pharmacy Job Board Network	This product bundle gets you a single job posting on this job site along with secondary exposure for your job posting on all sites in this Job Board Network for a small additional cost!	<input type="checkbox"/> \$500/ 30 day	<input type="checkbox"/> \$550/ 60 day
Job Posting + Healthcare Job Board Network	This product bundle gets you a single job posting on this job site along with secondary exposure for your job posting on all sites in this Job Board Network for a small additional cost!	<input type="checkbox"/> \$600/ 30 day	<input type="checkbox"/> \$650/ 60 day
Bundle Pricing	Purchase credits to be used on job postings. All credits expire within one year of purchase. Example: If you purchase a 30 day, 5 pack. You get 5 credits = five 30-day job postings.	<input type="checkbox"/> \$600/ 30 day, 5 pack	<input type="checkbox"/> \$800/ 60 day, 5 pack
		<input type="checkbox"/> \$1,100/ 30 day, 10 pack	<input type="checkbox"/> \$1,500/ 60 day, 10 pack
Job Posting + Featured in FastFacts	Save \$ with this combo package and promote your organization while your job is featured in our weekly newsletter! This package provides you with a job posting and being a featured job posting in FastFacts via a banner ad that will link directly to your job posting. If you would like to include your company logo in the Fast Facts banner ad, please email the logo directly to mgrant@pswi.org, email subject line: LOGO FOR FASTFACTS JOB AD	<input type="checkbox"/> \$400/ 30 day, one week FastFacts run	<input type="checkbox"/> \$500/ 60 day, two week FastFacts run
60 Day Job Posting and Web Banner Ad	Promote your organization while your job is posted to the pswi.org website! This package provides you with a 60 day job posting and 60 day banner ad on pswi.org that will run simultaneously.	<input type="checkbox"/> \$1,300	

SAMPLE OF PHARMACY JOB BOARD NETWORK INCLUDES:

- Alabama Society of Health System Pharmacists
- American Society for Clinical Pharmacology and Therapeutics (ASCPT)
- Medical Service Society of San Diego
- Michigan Pharmacists Association (MPA)
- North Dakota Pharmacists Association
- Orange County Pharmacists Association (OCPHA)
- Pharmacy Society Of Wisconsin (PSW)
- PharmDmand
- Hematology/Oncology Pharmacy Association (HOPA)
- American College of Clinical Pharmacology

SAMPLE OF THE HEALTHCARE JOB BOARD NETWORK INCLUDES:

- American Society for Histocompatibility and Immunogenetics
- Illinois Society of Allergy, Asthma, and Immunology
- The American College of Allergy, Asthma & Immunology (ACAAI)
- American Holistic Medical Association (AHMA)
- American Society of Tropical Medicine and Hygiene (ASTMH)
- International Wellness Professionals Association
- Assisted Living Federation of America (ALFA)
- Your Senior Care Network
- Women's Dermatologic Society
- American Academy of Urgent Care Medicine (AAUCM)



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