



IOWA PHARMACY ASSOCIATION
 PUBLICATION ADVERTISING
The Journal of the Iowa Pharmacy Association

FREQUENCY & DEADLINES

The Journal of the Iowa Pharmacy Association is published quarterly. We try to accommodate all requests, but ask that you submit your ad by the submission deadlines to guarantee placement. Insertion orders and materials are due on these dates:

Issue	Publication Date	Ad Deadline
January/February/March	Jan 1	Dec 1
April/May/June	April 1	March 1
July/August/September	July 1	June 1
October/November/December	October 1	September 1

READERSHIP

The Journal of the Iowa Pharmacy Association is an exclusive benefit of the Iowa Pharmacy Association and is mailed to IPA's over 1800 members. IPA members include independent community pharmacists, chain pharmacists, long term care pharmacists, pharmacists practicing in hospitals, clinics, home infusion, managed care, and academia, as well as student pharmacists and pharmacy technicians.

Our subscribers and distribution include pharmacists, vendors, state and national associations and persons and institutions with a special interest in pharmacy.

REPRODUCTION REQUIREMENTS

PDFs or negatives (right reading emulsion side down) preferred. All ad material must have trim marks and color clearly indicated.

Color separations and progressive proofs required for color ads.

MECHANICAL INFORMATION

Printing Process: Offset
Full page bleed dimensions: 8 3/4 x 11 1/4
Binding: Saddle Stitch
Trim Size: 8 1/2 x 11
Halftones: 100-133 line screen

AD PRINT AREA

Full Page: 7 1/2 x 10
 1/2 Page: 3 3/8 x 10
 1/4 Page: 3 3/8 x 4 7/8

BASE RATES*

	1x	4x
<i>Full page:</i>	\$450	400/per issue
<i>Half Page:</i>	\$350	300/per issue
<i>One Fourth Page:</i>	\$250	200/per issue

Color-standard colors AAAA red, green, blue and yellow)

<i>4 color</i>	Add	\$600
<i>Standard</i>	Add	\$200
<i>Matched</i>	Add	\$250

*Prices indicated are net pricing.

CONTACT

Requests, insertion orders, reproduction materials and other related communications should be addressed to:

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The Journal of the Iowa Pharmacy Association is a peer reviewed publication.

Authors are encouraged to submit manuscripts to be considered for publication in the Journal.

For Author Guidelines, see www.iarx.org