IPA JOURNAL
The Journal of the Iowa Pharmacy Association is published quarterly and mailed to nearly 3,000 pharmacy professionals across the state of Iowa and country. Recipients of the Journal 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. The Journal is also made available as a digital publication, providing additional reach for advertisers and opportunities for web links and tracking.

SOCIAL MEDIA
IPA’s social media presence is ever-growing, with over 2,600 followers on Facebook, 3,400 followers on Twitter, 1,000 followers on Instagram, and 1,800 followers on LinkedIn. Share your organization’s message with a promotional post through IPA’s social channels, or choose a native post from IPA’s CEO, Kate Gainer, who has over 6,000 followers and an average of 4,000 views per post on LinkedIn.

In addition, IPA offers sponsored #AtWork4You opportunities. These short videos are recorded by an IPA staff member and shared via Facebook and Instagram stories. Limit 1 per calendar year.

EMAIL
IPA’s weekly e-newsletter, the TOP 5, is delivered to over 2,000 inboxes of Iowa pharmacy professionals across practice settings. With timely pharmacy and healthcare news, the TOP 5 provides a near 100% delivery rate, high open rate, and great visibility for your organization’s logo.

IPA also offers sponsored email blasts to our full membership. Share your message with pharmacists, pharmacy technicians, student pharmacists, and business partners across the state!

VIRTUAL LUNCH & LEARN
Lunch & Learns, often known as industry symposiums, provide a simple and cost-effective way to increase brand awareness and visibility of a specific product while reaching a wide range of pharmacy professionals. Share your product with over 2,000 pharmacy professionals across the state during a 45-minute to 1-hour virtual presentation. No CE available. Valued at $2,500 per webinar, $500 for encore recorded presentation.

QUESTIONS? Please contact Kellie Staiert, IPA’s Lead Project & Partner Manager, at kstaiert@iarx.org or 515-270-0713.