PARTNERSHIP PROSPECTUS

SPONSORSHIP, EXHIBITION & ADVERTISING OPPORTUNITIES

of the Iowa Pharmacy Association
CORPORATE PARTNERSHIP LEVELS

IPA offers the opportunity for your company to reach our pharmacists, pharmacy technicians and student members year round.

DIAMOND PARTNER (Over $20,000)

- Company Logo with link on IPA website (12 months/year)
- 4 Full Page Cover Journal Advertisements
- TOP 5 Email Advertisements (26 weeks/year)
- Student Sponsorship and support of Expo, Legislative Day, Annual Meeting & Golf Classic
- Recognition on signage and materials at IPA events

Diamond Partner Package includes all 4 IPA Events:
- Midwest Pharmacy Expo sponsor includes complimentary exhibit (prime location)
- Annual Meeting exclusive event sponsor
- IPA Legislative Day sponsor and tabletop exhibit
- Eggleston-Granberg Golf Classic includes hole sponsorship and 4-some registration

PLATINUM PARTNER ($15,000)

- Company Logo with link on IPA website (6 months/year)
- 3 Full Page Journal Advertisements
- TOP 5 Email Advertisements (18 weeks/year)
- Student Sponsorship and support of Expo, Legislative Day, Annual Meeting & Golf Classic
- Recognition on signage and materials at IPA events

Platinum Partner Package includes 3 of the 4 IPA Events of your choosing:
- Midwest Pharmacy Expo sponsor includes complimentary exhibit (prime location)
- Annual Meeting exclusive event sponsor
- IPA Legislative Day sponsor and tabletop exhibit
- Eggleston-Granberg Golf Classic includes hole sponsorship and 4-some registration
## GOLD PARTNER ($10,000)

- **Company Logo** with link on IPA website (3 months/year)
- **2 Full Page Journal Advertisements**
- **TOP 5 Email Advertisements** (12 weeks/year)
- **Student Sponsorship** and support of Expo, Legislative Day, Annual Meeting & Golf Classic
- **Recognition** on signage and materials at IPA events

Gold Partner Package includes 2 of the 4 IPA Events of your choosing:
- **Midwest Pharmacy Expo** sponsor includes complimentary exhibit (prime location)
- **Annual Meeting** exclusive event sponsor
- **IPA Legislative Day** sponsor and tabletop exhibit
- **Eggleston-Granberg Golf Classic** includes hole sponsorship and 4-some registration

## SILVER PARTNER ($5,000)

- **2 Half Page Journal Advertisements**
- **TOP 5 Email Advertisements** (8 weeks/year)
- **Student Sponsorship** and support of Expo, Legislative Day, Annual Meeting & Golf Classic
- **Recognition** on signage and materials at IPA events

Silver Partner Package includes 1 of the 4 IPA Events of your choosing:
- **Midwest Pharmacy Expo** sponsor includes complimentary exhibit (preferred location)
- **Annual Meeting** exclusive event sponsor
- **IPA Legislative Day** sponsor and tabletop exhibit
- **Eggleston-Granberg Golf Classic** includes hole sponsorship and 4-some registration

### A LA CARTE PARTNERSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwest Pharmacy Expo exhibit</td>
<td>$950</td>
</tr>
<tr>
<td>Midwest Pharmacy Expo packet handout (w/ exhibit)</td>
<td>$100</td>
</tr>
<tr>
<td>Midwest Pharmacy Expo reverse exhibit (w/o exhibit)</td>
<td>$350</td>
</tr>
<tr>
<td>Annual Meeting packet handout</td>
<td>$350</td>
</tr>
<tr>
<td>IPA Legislative Day sponsorship</td>
<td>$2,000 - $10,000</td>
</tr>
<tr>
<td>IPA Legislative Day tabletop exhibit and packet handout</td>
<td>$500</td>
</tr>
<tr>
<td>Golf Classic foursome registration</td>
<td>$600</td>
</tr>
<tr>
<td>Golf Classic hole sponsorship</td>
<td>$250</td>
</tr>
<tr>
<td>Golf Classic beverage cart, drink tickets, or dinner sponsorship</td>
<td>$1,000 - $3,000</td>
</tr>
<tr>
<td>Student sponsorship and support of Expo, Legislative Day, Annual Meeting &amp; Golf Classic</td>
<td>$1,000 per event</td>
</tr>
</tbody>
</table>

*Print & electronic advertising see next page*
IPA PRINT & DIGITAL ADVERTISING

PRINT ADVERTISING

The Journal of the Iowa Pharmacy Association is an exclusive benefit of the Iowa Pharmacy Association and is mailed to over 2,000 pharmacy professionals across the state of Iowa, including state and national pharmacy associations. 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.

In addition to the exclusive print publication, the Journal is available as a virtual publication, which provides additional reach for advertisers and opportunities through website and video links to utilize additional digital marketing assets.

ADVERTISING RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS*</th>
<th>1X/YEAR $/per issue</th>
<th>4X/YEAR $/per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover</td>
<td>8&quot; x 11&quot;</td>
<td>$1200</td>
<td>$1,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8&quot; x 11&quot;</td>
<td>$1500</td>
<td>$1,300</td>
</tr>
<tr>
<td>Full Page</td>
<td>8&quot; x 11&quot;</td>
<td>$750</td>
<td>$650</td>
</tr>
<tr>
<td>Half Page</td>
<td>8&quot; x 5.5&quot;</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.25&quot; x 5.5&quot;</td>
<td>$450</td>
<td>$350</td>
</tr>
<tr>
<td>Classified Ad</td>
<td>2.75&quot; x 1.5&quot;</td>
<td>$50</td>
<td>$40</td>
</tr>
</tbody>
</table>

*add 1/8” to each side for page bleed

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 & materials are due on these dates:

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUBLICATION DATE</th>
<th>AD DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 Jan/Feb/Mar</td>
<td>Jan. 1</td>
<td>Dec. 1</td>
</tr>
<tr>
<td>Q2 Apr/May/Jun</td>
<td>Apr. 1</td>
<td>Mar. 1</td>
</tr>
<tr>
<td>Q3 Jul/Aug/Sept</td>
<td>Jul. 1</td>
<td>Jun. 1</td>
</tr>
<tr>
<td>Q4 Oct/Nov/Dec</td>
<td>Oct. 1</td>
<td>Sept. 1</td>
</tr>
</tbody>
</table>

PRINTING SPECIFICATIONS

File Setup: CMYK build
Logo & Images: 300 dpi minimum
Full page bleed dimensions: 8.75 x 11.25
Binding: Saddle Stitch
Trim Size: 8.5 x 11
Line Screen: 175

Need an ad designed?

No problem! Have our professional in-house designer create your ad for you. Simply send us your company logo with the content you wish to include. An additional one-time $200 designers fee will apply. For further questions or additional information, contact David at dschaaf@iarx.org.
DIGITAL ADVERTISING

Electronic ads provide advertisers with a simple and cost-effective way to increase brand awareness and visibility while driving traffic to your website and/or exhibit booth. Website visitors 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.

TOP 5 ADVERTISING

The Top 5 is IPA’s email newsletter that is delivered to over 3000 inboxes each week. With timely and important content each week, the Top 5 enjoys a high open rate and provides plenty of visibility for your organization with Iowa’s pharmacy professionals across all practice settings.

Frequency & Rates

Two week consecutive run: $150
One week run: $100

Top 5 Ad Specifications

Image Size: 178 pixels wide x 56 pixels tall (2" x 1")
Resolution: 72 dpi
File format: JPEG, PNG or GIF (non–animated)

WEBSITE ADVERTISING

IPA’s website is the hub for information and resources for Iowa pharmacy. 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.

Frequency & Rates

Website for 2 weeks: $250
Website for 1 month: $400
Website for 4 months: $1,200
Website for 1 year: $3,000

Website Ad Specifications

Image Size: 190 pixels wide x 80 pixels tall (2.5" x .9")
Resolution: 72 dpi
File format: JPEG, PNG or GIF (non–animated)