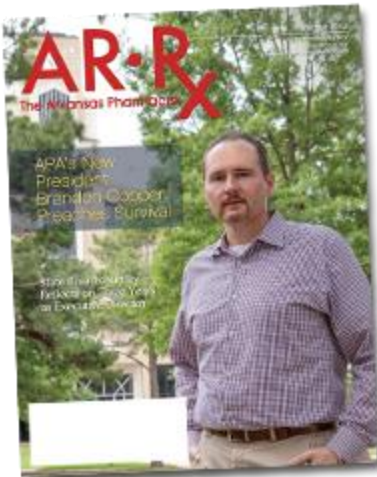


AR•Rx, The Arkansas Pharmacist



Circulation: *AR•Rx The Arkansas Pharmacist* is a quarterly journal published by the Arkansas Pharmacists Association (APA). It is distributed to 2,400 pharmacists in virtually every practice setting, pharmacy technicians, pharmacy students, plus pharmacy wholesalers, manufacturers, insurers, colleges of pharmacy, hospitals and software vendors. It is also sent to legislators at the state Capitol.

These professionals are directly involved in decisions to purchase: prescription drugs (brand name and generic), over-the-counter pharmaceuticals, diabetes aids, technology, containers, compounding chemicals and equipment, natural remedies, durable medical equipment, home test kits and other inpatient and outpatient products.

Editorial: The goal is to provide useful and timely information on the practice of pharmacy in Arkansas and the U.S. The publication provides feature articles on people and topics of interest to APA members; association news and reports; information on state and national legislative news and trends; University of Arkansas for Medical Sciences and Harding University Colleges of Pharmacy news; hospital, consultant and compounding reports.

Readership: A May 2012 survey of APA members revealed that of those who responded to the survey:

- **81%** always read *AR•Rx The Arkansas Pharmacist* and **16%** sometimes read it.
- **55%** spend 15 - 30 minutes and **22%** spend 30 - 45 minutes reading each issue of *AR•Rx The Arkansas Pharmacist*.
- As an APA member service, **73%** rated *AR•Rx The Arkansas Pharmacist* as either important or moderately important.
- **90%** rated *AR•Rx* good to excellent.

Regular Content:

From the APA President
 Inside APA
 Cover and feature stories on pharmacy topics
 RX and the Law
 Safety Nets
 Member Spotlight
 Medicaid Report
 College of Pharmacy Reports: UAMS and Harding
 APA Academy Reports: Compounding Academy,
 Arkansas Association of Health-System
 Pharmacists, Consultants Academy

Quality Notes from AFMC
 Legislator Profile
 Pharmacist Immunization Program
 Member Spotlight
 APA Photo Section
 Member Classifieds
 APA Calendar of Events
 In Memoriam

Issue and content	Copy due	Content to designer	To printer	Mail date
Fall 2014	Sept. 5	Sept. 19	Oct. 3	Oct. 14
Winter 2015	Dec. 19	Jan. 2	Jan. 15	Jan. 29
Spring 2015 (Convention issue)	March 15	March 29	April 12	April 22
Summer 2015	June 19	July 6	July 17	July 28

The Arkansas Pharmacist Ad Size and Rates

	Size	Dimensions	1X	Check Here	2X	Check Here	4X	Check Here
4-Color	Full page	8.5 x 11	\$1,130		\$1,110		\$1,070	
	Half page	3.75 x 9.5 vertical 7.5 x 4.75 horizontal	\$1,020		\$1,010		\$980	
	Quarter page	3.75 x 4.75 vertical	\$850		\$840		\$830	
	Business card	2.35 vertical 3.5 x 2 horizontal	\$75		\$60		\$50	
Black & White	Full page	8.5 x 11	\$470		\$450		\$410	
	Half page	3.75 x 9.5 vertical 7.5 x 4.75 horizontal	\$360		\$350		\$320	
	Quarter page	3.75 x 4.75 vertical 4.75 x 3.75 horizontal	\$240		\$230		\$220	
	Business card	2.35 vertical 3.5 x 2 horizontal	\$60		\$55		\$45	

Cover positions- Four Color Only

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Inside Front, Back or Back Cover	Full Page	8.5 x 11	\$1,356		\$1,332		\$1,284	

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Arkansas Pharmacists Association Print/Web Advertising Contract

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