

# Hospital Pharmacy

## 2012 Rates and Data



**47 years advocating safe medication practice and error prevention, a key component to drug selection and formulary management**

### What do key decision-makers say about *Hospital Pharmacy*?

- #1 peer-reviewed publication in readership and ad exposure among the universe of Pharmacy Directors and Formulary Committee members. [Kantar Media, Inc.—Health System Survey—June 2011—Tables 115 and 131]
- #1 publication overall in readership and ad exposure among the universe of Pharmacy Directors and Formulary Committee Members. [Kantar Media, Inc.—Health System Survey—June 2011—Tables 215 and 231]

#### Special Issues

- Wall Chart issues
- Supplements

#### Advertising Incentive Programs

- Continuity Incentive
- Launch Incentive

*See page 3 for details!*

#### ISSUANCE:

**Frequency:** Monthly

**Mailing date:** First week of the month of issue

**ESTABLISHED:** 1965

**ORGANIZATION AFFILIATION:** Independent Publication

#### SUBSCRIPTION DATA:

##### Worldwide Subscription Rates:

\$229 individual/\$367 institutional for print and online;  
\$189 individual/\$319 institutional for online only

**EDITORIAL:** *Hospital Pharmacy* is a monthly peer-reviewed journal devoted to the dissemination of high-quality information on all areas of interest to pharmacists practicing in the inpatient and outpatient setting, within hospitals, long-term care facilities, home care, and other health system settings. *Hospital Pharmacy's* area of speciality is medication error prevention and the promotion of safe medication use.

Original peer-reviewed articles focus on hospital pharmacy management, drug product selection and formulary management, unit dose dispensing, IV admixture programs and IV drug administration, medication error prevention, drug therapy monitoring, implementation of technology, drug information services, and cost control.

#### ADVERTISING SALES:

##### Integrity Media Partners, LLC.

**Bob Massa** — (856) 432-1555  
mobile: (914) 319-8651  
bob@imp-online.com

**Steve West** — (856) 432-1555  
mobile: (856) 287-4580  
steve@imp-online.com

##### Managing Editor

**Mary Killion** — (314) 963-7445  
mary@thomasland.com

**COVERAGE AND MARKET:** *Hospital Pharmacy* covers 100% of U.S. hospitals with 100 or more beds.

**CIRCULATION:** 33,966; Controlled/Request

**CIRCULATION VERIFICATION:** Member, BPA, Intl.



## SPECIAL EDITORIAL DEPARTMENTS:

- Editorial
- Institute for Safe Medication Practices
- Therapeutics
- FDA and Drug Information
- Pharmacy Practice

## Features Include

- ISMP Medication Error Analysis
  - ISMP Adverse Drug Reaction Reports
  - Cancer Chemotherapy Therapeutics
  - Off-Label Drug Uses
  - Cardiovascular Therapeutics
  - Critical Care Therapeutics
  - Formulary Drug Reviews\*
  - FDA Drug Information
  - Director's Forum
  - Rx Legal
  - Hospital Pharmacy Pulse
  - Pharmacy Automation and Technology
- \*Continuing Education credit is available.

**SPECIAL ISSUES:** *Hospital Pharmacy* Wall Charts are popular informational posters that are widely used throughout hospitals for easy reference and error prevention. These charts can be sponsored for distribution to the *Hospital Pharmacy* readership. Sponsored Wall Chart distributions are polybagged with regular mailings of the journal.

Bonus distribution of the November issue at the Midyear Meeting of the American Society of Health-System Pharmacists. Do not miss the opportunity to advertise in this high-visibility issue.

**SUPPLEMENTS:** Sole-sponsored supplemental issues of *Hospital Pharmacy* are available. All articles submitted for publication as a supplement will undergo peer-review. Please contact the Managing Editor at (314) 963-7445 for more information.

# Advertising Information and Rates

## CLOSING DATES

**Space commitment:** 1st of month preceding month of issue  
**Materials:** 7th of month preceding month of issue  
**Inserts:** 10th of month preceding month of issue

## REQUIREMENT FOR ACCEPTANCE OF ADVERTISING:

All new advertising must be submitted for approval by the Editor-in-Chief.

**POLICY ON PLACEMENT OF ADVERTISING:** Advertisements are interspersed among departments.

**ADVERTISER'S INDEX:** Yes

## EDITORIAL-ADVERTISING RATIO:

**Editorial:** 60%

**Advertising:** 40%

## SERVICES TO ADVERTISERS:

■ **Reprints:** For information and quotes, go to:  
[www.thomasland.com/reprints.html](http://www.thomasland.com/reprints.html).

## COLOR (IN ADDITION TO B/W RATE):

RATES			
	Full Page	1/2 Page	1/4 Page
<b>1x</b>	\$4,390.00	\$2,690.00	\$1,715.00
<b>3x</b>	\$4,345.00	\$2,650.00	\$1,695.00
<b>6x</b>	\$4,315.00	\$2,595.00	\$1,685.00
<b>12x</b>	\$4,295.00	\$2,565.00	\$1,670.00
<b>24x</b>	\$4,270.00	\$2,525.00	\$1,660.00
<b>36x</b>	\$4,245.00	\$2,490.00	\$1,655.00
<b>48x</b>	\$4,100.00	\$2,480.00	\$1,640.00
<b>60x</b>	\$4,040.00	\$2,460.00	\$1,615.00
<b>72x</b>	\$4,005.00	\$2,395.00	\$1,605.00
<b>84x</b>	\$3,945.00	\$2,370.00	\$1,575.00
<b>96x</b>	\$3,900.00	\$2,350.00	\$1,565.00

- Standard color \$920.00
- Matched color \$1,050.00
- 3/c or 4/c \$2,230.00
- 5/c \$2,810.00

**BLEED:** No charge

## COVER AND PREFERRED POSITION RATES:

**2nd cover:** 25% premium  
**4th cover:** 50% premium  
**Table of Contents:** 15% premium  
**2nd Table of Contents:** 15% premium

**INSERTS:** Conventional 2 or 4 pages with each leaf to full trim size are billed at the earned black and white page rate for each printed page of insert. Larger units: Call Integrity Media Partners, LLC, for rates and specifications.

## BANNER ADVERTISEMENTS:

[www.hospitalpharmacyjournal.com](http://www.hospitalpharmacyjournal.com)

Leaderboard (728 × 90)  
Full Banner (468 × 60)  
Skyscraper (120 × 600)

Contact Integrity Media Partners, LLC, for details.

**AGENCY COMMISSION:** 15%



**ADVANCE PAYMENT:** Publisher reserves the right to require payment with order from advertisers and agencies whose accounts are in arrears.

**EARNED RATES:** Rates are based on number of units used within one year regardless of size.

**CORPORATE RATE DISCOUNT:** Thomas Land Publishers is pleased to offer a corporate discount that is based on the prior year actual spending level. Discount structures and spending levels are as follows:

RATES	
Prior Year Spending Level	Discount
\$175,000	1.5%
\$250,000	2.0%
\$300,000	2.5%
\$350,000	3.0%
\$400,000	4.0%
\$500,000	4.5%
\$600,000+	5.0%

This discount is guaranteed for the calendar year and will be deducted off gross cost for each invoice. In the event that advertising dollars surpass the prior year's level, discounts will be prorated to reflect the increase for the current year. Each level must be achieved in its full face value for the corresponding discount to apply.

\*An additional 0.25% discount will be offered for each additional \$250,000 achieved past the \$1 million mark.

#### ADVERTISING INCENTIVE PROGRAMS

##### CONTINUITY INCENTIVE

###### Buy 5, and earn a 6th ad free:

After 5 paid insertions, you earn a 6th insertion free in the issue immediately following paid insertion #5. Paid insertions do not need to be in consecutive issues to qualify. All insertions must be for the same product, and free ads must be of equal or smaller size.

##### NEW PRODUCT LAUNCH INCENTIVE

With your first paid insertion of a launch product, earn a free repeat of the same ad in the same issue. The Launch Incentive can be combined with the Continuity Incentive.

## Production

#### CLOSING DATES

**Space commitment:** 1st of month preceding month of issue

**Materials:** 7th of month preceding month of issue

**Inserts:** 10th of month preceding month of issue

#### INSERT AND BRC REQUIREMENTS:

- Insert supplied size: 8-3/8" x 11-1/8", includes a 1/8" trim from top, bottom, outside edges, and gutter; live matter to be 1/4" from trim. Jogs to top. Supply multiple leaf inserts folded; if backup required, supply flat. 100 lb. text weight maximum for multiple leaf. Multiple leaf inserts over 4 pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.
- BRCs: 4-1/2" x 6" minimum. Allow 1/8" head and gutter trim and 3/8" from perforation to binding edge. Jogs to top. Must meet USPS regulations. Minimum card stock 0.009.
- Quantity: 36,000
- Carton packaging preferred: Quantity, publication, and issue must be clearly marked on outside of carton.

**DIGITAL DATA:** Digital artwork is accepted in various formats; contact Production Manager for more information. For detailed listing of acceptable formats, please see Guide for Supplying Electronic Files.

#### PAPER STOCK:

**Inside pages:** 45 lb. Coated  
**Covers:** 8 pt. Coated

#### DISPOSITION OF REPRODUCTION MATERIALS:

Materials will be held for one year and then destroyed unless specific written instructions to do otherwise are provided.

#### ADDRESSES:

##### Contracts, Insertion Orders, and Reproduction Material

Integrity Media Partners, LLC  
 230 Kings Highway East, Suite 318  
 Haddonfield, NJ 08033  
 Attn: Steve West  
 Phone: (856) 432-1555  
 Fax: (856) 494-1488

#### Inserts

Dartmouth Printing Company  
 69 Lyme Road  
 Hanover, NH 03755  
 Attn: Tim Gates  
 Phone: (603) 643-2220



# Guide for Supplying Electronic Files



**THOMAS LAND**  
PUBLISHERS INCORPORATED

Thomas Land Publishers, Inc.  
255 Jefferson Road  
St. Louis, Missouri 63119  
T (314) 963-7445  
F (314) 963-9345

## 1. ACCEPTABLE APPLICATIONS

High resolution PDF files (preferred)  
QuarkXpress (5.0 or higher)  
Photoshop (3.0 or higher)  
Illustrator (6.0 or higher)  
Indesign (1.0 or higher)  
Adobe Acrobat (3.0 or higher)

## 2. MECHANICAL REQUIREMENTS

**Journal Trim Size:** 8-1/8" x 10-7/8"

NON-BLEED AD SIZES	
Page Size	Measurements
Full Page	7" x 10"
1/2 Page (horizontal)	7" x 4-7/8"
1/2 Page (vertical)	3-3/8" x 10"
1/4 Page	3-3/8" x 4-7/8"
Full Page Spread	15" x 10"
1/2 Page Horizontal Spread	15" x 4-7/8"
Keep live matter 1/2" from trim.	

BLEED AD SIZES	
Page Size	Measurements
Full Page	8-3/8" x 11-1/8"
1/2 Page (horizontal)	8-3/8" x 5-1/2"
1/2 Page (vertical)	4-1/4" x 11-1/8"
Full Page Spread	16-1/2" x 11-1/8"
1/2 Page Horizontal Spread	16-1/2" x 5-1/2"
Bleed sizes include 1/8" trim from outside, bottom, top, and gutter. Keep live matter 1/4" from trim.	

## 3. FONT INFORMATION

All fonts used in the creation of your document must be included – both screen and printer fonts. Open type fonts are not accepted.

## 4. FILE INFORMATION

All EPS and TIFF files used in the creation of your documents must be included. This includes all files imported into QuarkXpress documents. Please include any other files required to output your job successfully, such as custom kerning, hyphenation, or justification tables. It is helpful to include any Photoshop layer files that were used in the creation of files imported into your documents.

## 5. IMAGE RESOLUTION

Scanned halftones should be 300 dpi at the actual size the image will be used (200 dpi is the minimum acceptable). Line art should be a minimum of 1200 dpi at the actual size the image will be used.

## 6. COLOR

Check that all colors used in your document are correctly set as spot colors or process colors. If the same color is used in your page layout application and in imported graphics, it must be named EXACTLY the same – including CVC (Pantone-coated) and CVU (Pantone-uncoated). Delete any unused colors. Convert all four-color images to CMYK format. When creating Duotones, Tritones, or Quadtones, please change “process Black” to “Black” in Photoshop dialog box.

## 7. HARD COPY

A final hard copy of the artwork with special instructions must be included. “READ ACROSS SPREADS” should be noted in the hard copy. Mark “For Position Only” on hard copy, where applicable. Color ads must be supplied with a color laser and/or press proof.

## 8. BLEED

A 1/8" bleed is required where applicable.

## 9. ACCEPTED MEDIA TYPES

A directory of all files on the disk is very helpful. We accept CD ROMs and DVDs.

