



RXinsider is a multimedia publishing and technology company offering print publications, digital platforms, events, and content creation services to the B2B pharmacy market.



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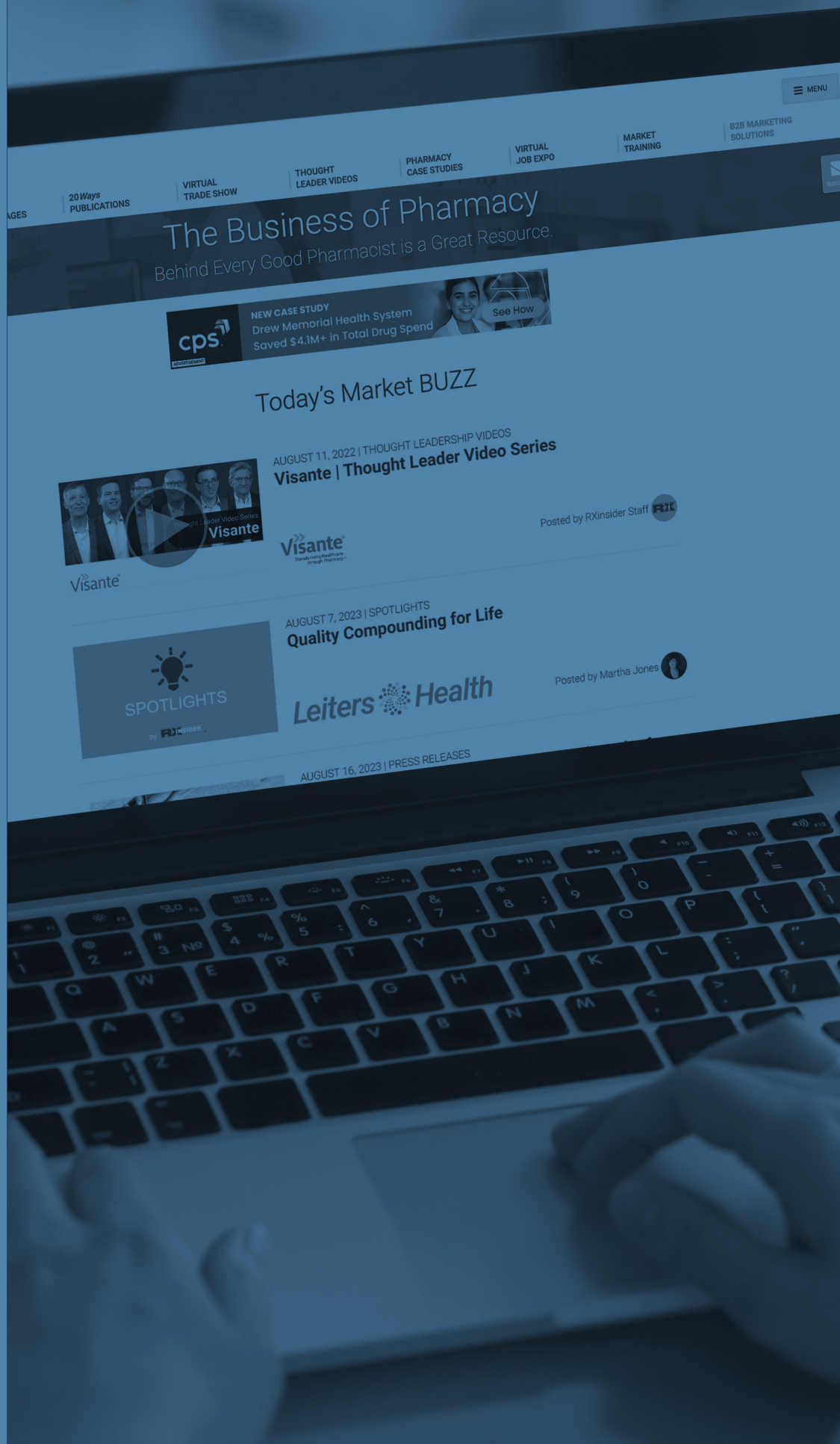
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Vimeo
/rxinsider

Contact

sales@rxinsider.com



Partner With RXinsider

For over 25 years, RXinsider has been empowering B2B pharmacy suppliers and manufacturers nationwide with robust, first to pharmacy, marketing capabilities. Our cutting-edge solutions — spanning digital, web, print, and custom projects — drive impactful messaging, brand visibility, and lead development. RXinsider's decision-maker audience within hospital, community/retail, specialty, infusion, long-term care, and managed care sectors utilize our platform when conducting market research and making informed purchasing decisions. Engaged and knowledgeable pharmacy professionals turn to RXinsider to stay current on key industry developments and to fuel their operational enhancements and bottom lines.



Mike Rahme

Executive Vice President,
Sales & Marketing

Meet the Team



Shaun Russell

Executive Sales Director



Chris Kolkhorst

Vice President of
Strategic Accounts



Savannah DaSilva

Senior Account
Executive



Jake Studley

Account Executive



Samantha Roy

Director of Marketing &
Operations



Amanda D'Amico

Marketing & Operations
Coordinator

Company Vitals



History

Founded in **1999** by a pharmacist as a career resource for the pharmacy community.



Asset Mix

13 brands spanning print, digital, content creation, SaaS, and events.



Service Mix

4 services spanning video production, case study writing, social content, and SaaS platforms.



Partnerships

11 pharmacy trade association partnerships spanning every practice setting.



Client Base

225+ annual B2B clients including 12 Fortune100 companies.



Technology

5 proprietary digital destinations and SaaS technologies.



Content

1,800+ videos, **300+** Virtual Trade Show booths, **1,000+** 20Ways Profiles.



Audience

18,000+ independent owners, **6,500+** hospital directors, **2,500+** chain executives.

RXinsider Ecosystem



RXinsider's product portfolio leverages major multimedia venues to deliver unique advertising opportunities throughout every pharmacy practice setting and delivers measurable ROI to our advertisers.

LEGACY *Products*





Pharmacy500 Platinum Pages

Connecting pharmacy decision-makers with leading product and service providers in our annual publication.



Known as the “Yellow Pages of Pharmacy”, the Pharmacy500 Platinum Pages Buyer’s Guide is published annually and features more than 450 company profiles and display ads.

Features and Benefits

Instant Brand Exposure	
Long-Term Brand Development	
Continuous Lead Generation	
Exposure Throughout Multiple Practice Settings	

Annual Print Distribution

40,000	Total Print Distribution
6,500	Hospital Pharmacy Directors
18,000	Pharmacy Owners
2,500	Retail Chain Executives
3,000	Industry Executives
1,500	Long-Term Care Pharmacies
3,500	Trade Show Handouts
5,000	Other

Annual Electronic Distribution

50,000	Virtual Trade Show Visitors
25,000	Two Nationwide Email Campaigns

Placement(s)	Investment
Two-Page Spread Ad	\$10,900
Full-Page Ad (Premium)	\$9,900
Full-Page Ad	\$8,900

Placement(s)	Investment
Half-Page Ad	\$5,900
Quarter-Page Ad	\$4,400
Quarter-Page Profile	\$3,400

Marketing Reach



20Ways

Educating pharmacy managers on products and services that serve to improve patient care or a pharmacy's financial bottom-line.



20Ways is a quarterly publication presenting 20 unique, two-page product profiles and display ads to the practice settings that best match your goals.

Features and Benefits

Continuous Promotion Through RXinsider's B2B Ecosystem



Complimentary Reprints of your WAY Profile



**Retail / Community,
Specialty, and LTC**

Spring, Fall, Winter

18,000+	Pharmacy Owners
1,500+	Long-Term Care Pharmacies
2,500+	Retail Chain Executives
2,500+	Industry Executives
2,000+	Trade Show Exposure



**Health Systems and
Infusion**

Summer, Winter

6,500+	Hospital Pharmacy Directors
2,200+	Clinical Consultants
2,500+	Industry Executives
1,000+	Trade Show Exposure

Placement(s)

Investment

One WAY Profile (Two Pages)	\$9,900
One Full-Page Ad (Premium Positioning)	\$8,900
One WAY Profile AND One Full-Page Ad	\$13,900
Cover Sponsorship*	\$25,900

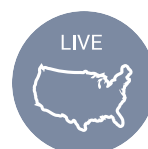
Issue

Digital Release Date

Print Release Date

2025 Summer (Hospital)	Tuesday, May 20	Early June
2025 Fall (Retail)	Tuesday, August 26	Late September
2025 Winter (Hospital)	Monday, November 24	Early December
2026 Winter (Retail)	Tuesday, January 6	Early January

Marketing Reach



*Must have WAY or Case Study Placement

Email Campaigns

Educate the market on your latest product or drug launch, employment opportunity, and more.

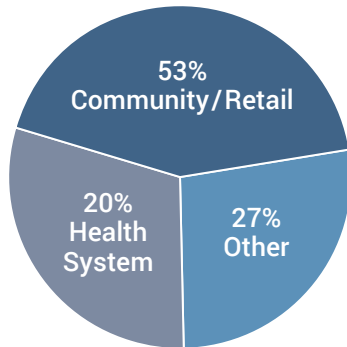


For pharmacy employers and service providers, 411 Email Alerts are the fastest way to reach your targeted audience. Our proprietary email database is updated daily and contains more than 20,000 pharmacy professionals.

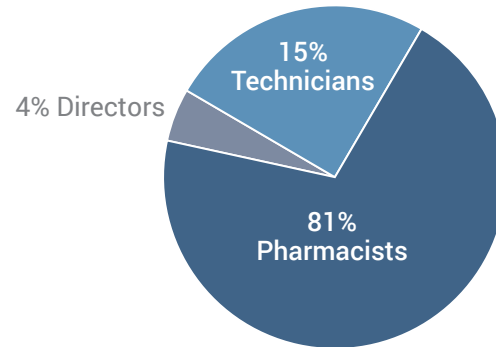
Features and Benefits

Targeted Messaging	✓	Launched by RXinsider	✓
Measurable Results	✓	Design Creation (Upon Request)	✓
Cost-Effective	✓	Inquiry and Lead Generation	✓
Immediate Brand Exposure	✓	Attentive Customer Service	✓

Practice Settings



Pharmacy Professionals



Email Campaign(s)

One Email/Nationwide

One Email/Pharmacy Directors and Hospital Executives

Candidate Recruitment Campaigns by State

Custom Package

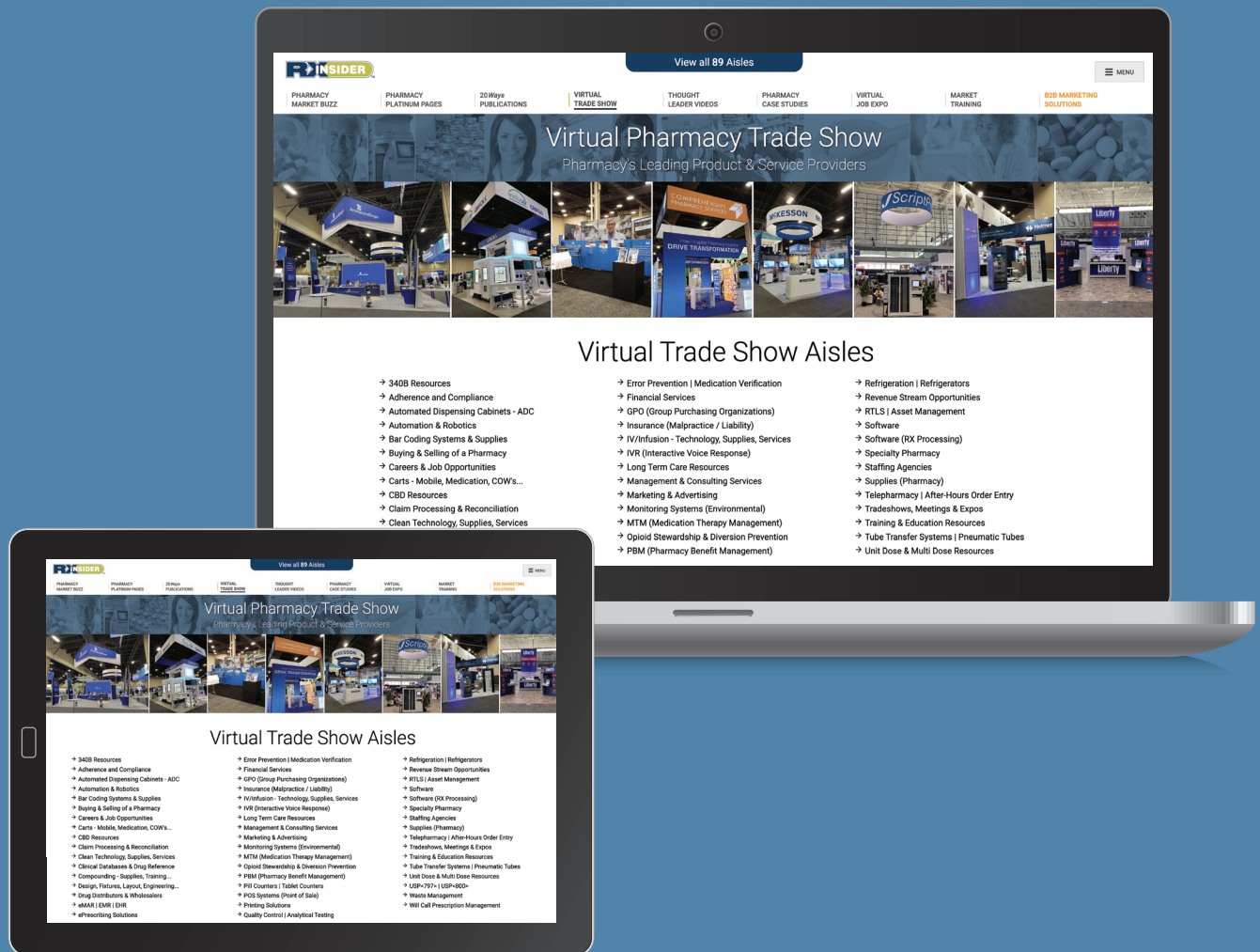
Contact us for investment levels.

Marketing Reach



Virtual Pharmacy Trade Show

Pharmacy's leading product and service providers
in one convenient location.



With 90+ digital aisles, the Virtual Pharmacy Trade Show is pharmacy's one-stop destination to research and connect with leading providers of products and services throughout every practice setting.

Features and Benefits

Categorically Driven	✓	Continuous Brand Exposure	✓
Booth Rotation	✓	Low Maintenance	✓

Booth Deliverables

- 1,000 Words, Images, and a Logo
- Quarter-Page Profile in the *Pharmacy Platinum Pages*



Description	Investment
One Aisle/Year	\$7,900
Two Aisles/Year	\$10,900
Three Aisles/Year	\$13,900
Four Aisles/Year	\$16,900
Custom Package	Contact Us

Marketing Reach






Annual Programs and Packages

(Digital and Print)

	Economy	Standard	Advanced	Premium
Pharmacy Platinum Pages	Quarter-Page Ad	Quarter-Page Ad	Half-Page Ad	Full-Page Ad
Pharmacy Platinum Pages	Quarter-Page Profile	Quarter-Page Profile	Quarter-Page Profile	Quarter-Page Profile
Virtual Trade Show Booth	One Aisle	One Aisle	One Aisle	One Aisle
20Ways Profile		One Way Profile	Two Way Profiles	Two Way Profiles
Banner Ad (eNewsletter or Leaderboard*)				One Month
ANNUAL INVESTMENT	\$9,900	\$16,800	\$26,700	\$39,600

*Upon Availability

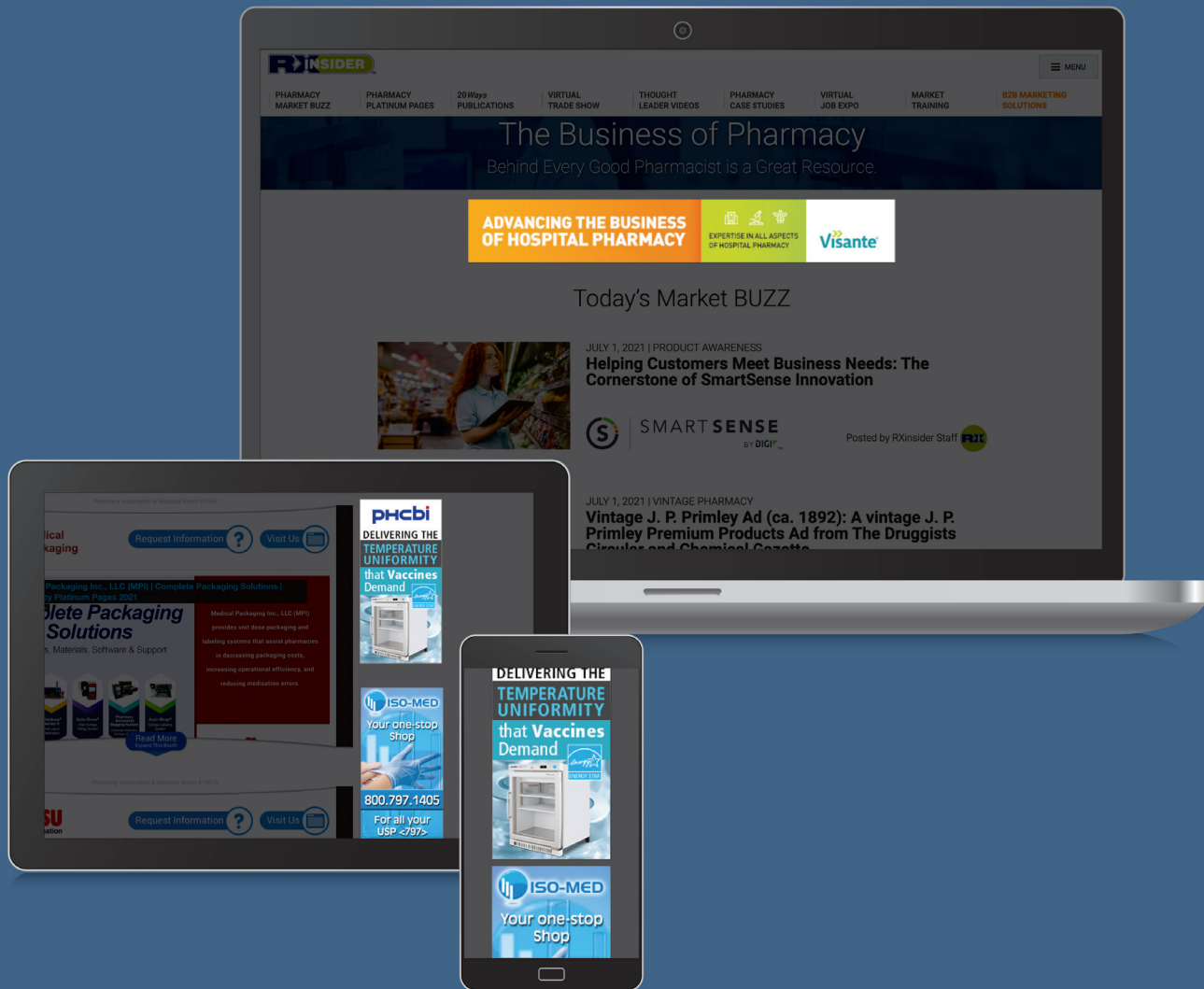
All Packages Include

National Email Campaign	
Multiple Social Media Mentions	
Brand Exposure Through RXinsider's B2B ECOSYSTEM	

DIGITAL *Opportunities*

Display Banners

Top-of-mind brand awareness through impactful, rich display banners across our most heavily trafficked web assets.



Display banners allow you to get your message front and center to the pharmacy market while driving traffic to your website.

Features and Benefits

Continuous Brand Awareness	✓
Data Capture (Impressions, Clicks)	✓
Exposure Throughout RXinsider.com and RXshowcase.com	✓

Description	Investment
Single Sponsor Leaderboard	\$8,900/Month
Virtual Trade Show Vertical Banner	\$1,900/Month

Leaderboard Banner Artwork Requirements

Please submit the destination URL with the submission of artwork.

Ad Size: 700 x 100 pixels (px)

DPI: 150

Maximum File Size: 300 KB

Acceptable File Formats: JPG, GIF



Virtual Trade Show Banner Artwork Requirements

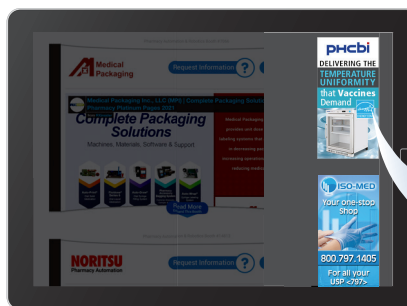
Please submit the destination URL with the submission of artwork.

Ad Size: 140 x 280 pixels (px)

DPI: 150

Maximum File Size: 300 KB

Acceptable File Formats: JPG, GIF

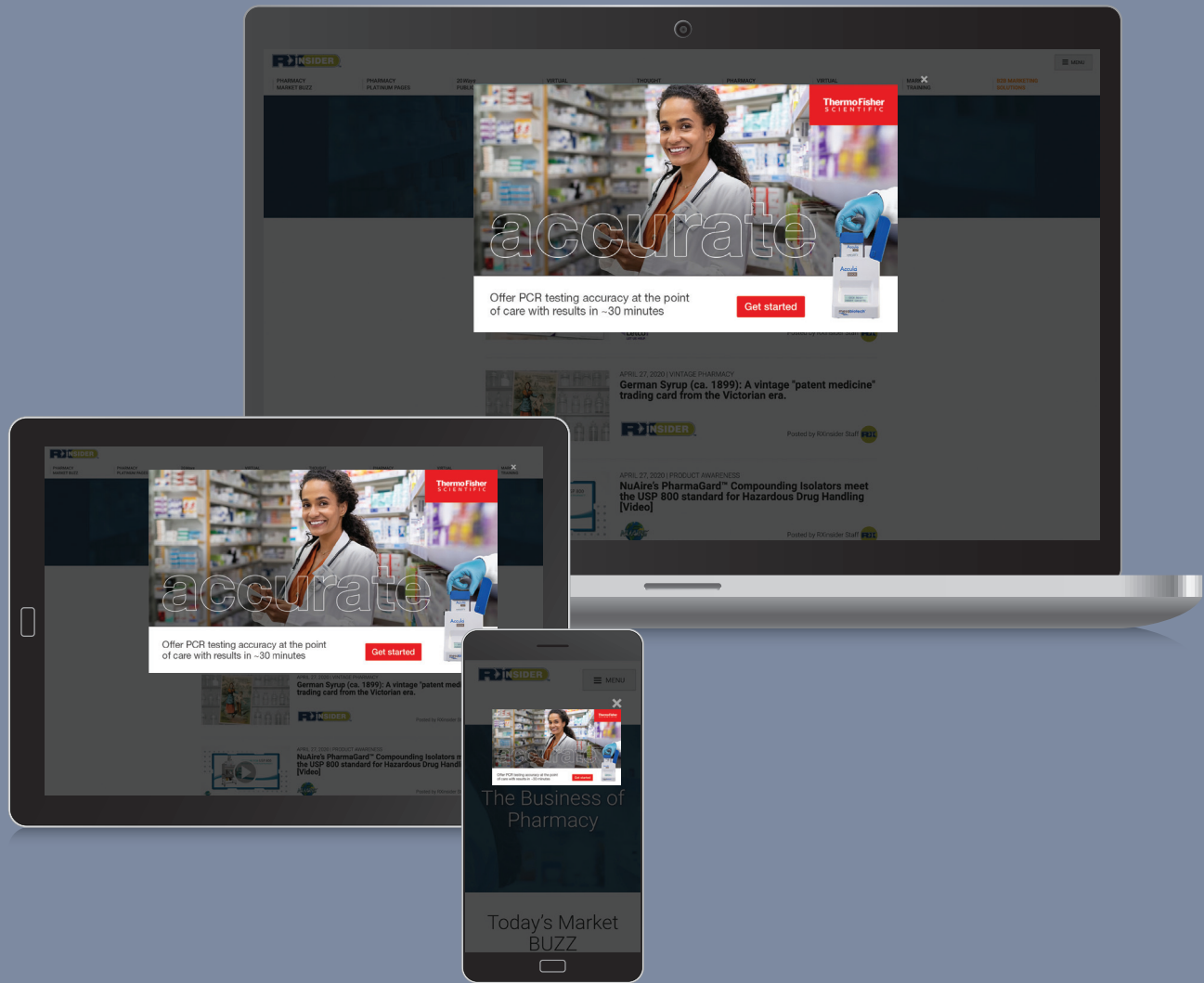


Marketing Reach



Interstitial Ad

Interstitial ads drive user action with display through our premium platform in the form of interruption marketing.



Interactive, full-screen ad that covers the interface of all RXinsider properties (RXinsider.com, rxshowcase.com, allpharmacyjobs.com).

Features and Benefits

Increased Brand Awareness	✓
Data Capture (Impressions, Clicks)	✓
Exposure Throughout RXinsider.com Interface	✓
Large Format, Rich Media (1200 x 700 px)	✓

Description	Investment
Interstitial Banner Ad	\$18,900/Month

Artwork Requirement

Please submit the destination URL with the submission of artwork.

Ad Size: 1200 x 700 pixels (px)

DPI: 150

Maximum File Size: 2 MB

Acceptable File Formats: JPG, GIF

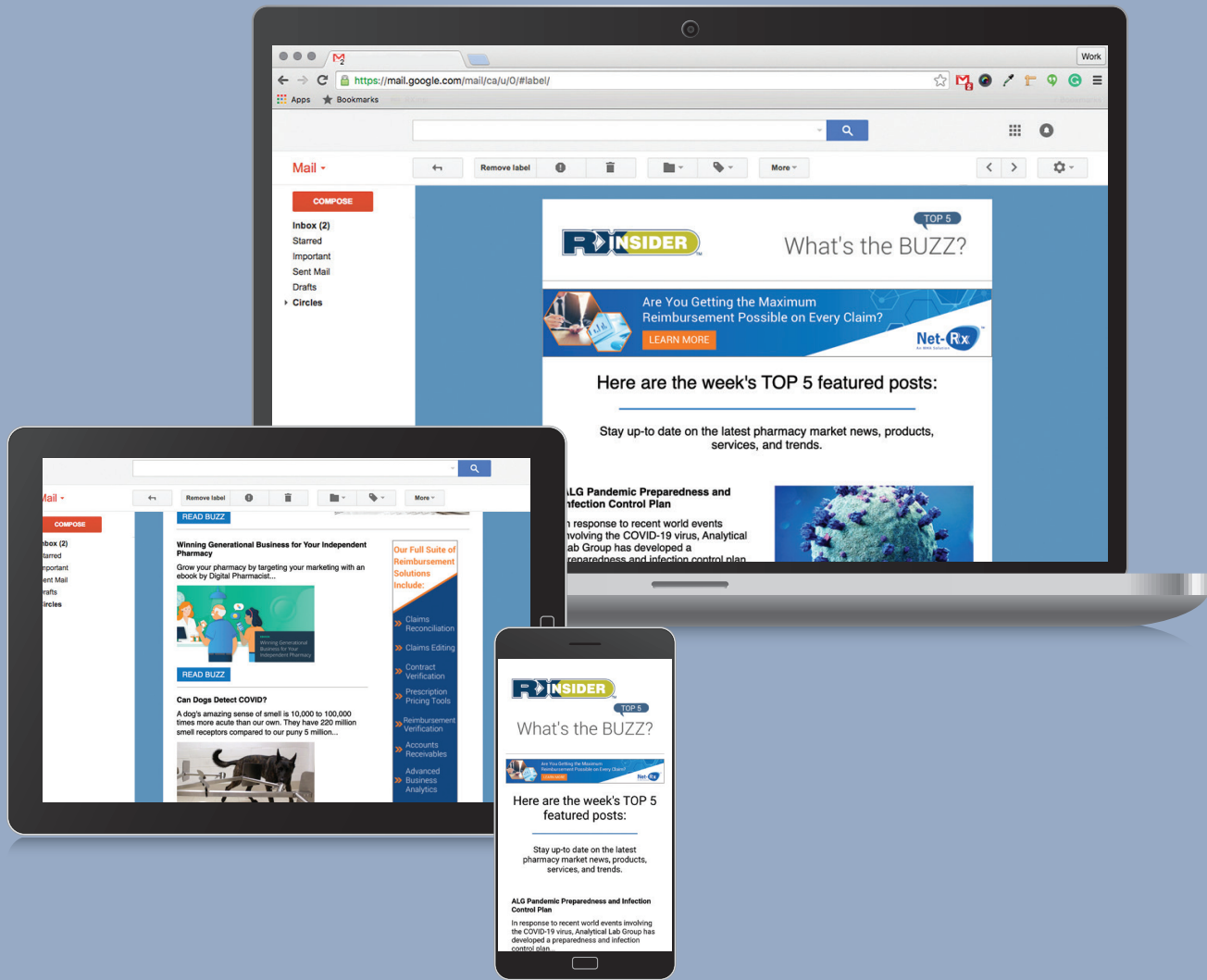


Marketing Reach



Newsletter Sponsorships

Educate the pharmacy market on your latest products/services through an exclusive newsletter sponsorship.



Interactive, email banner ads integrated into RXinsider's timely newsletters that capture subscriber's attention and enhance brand awareness.

Features and Benefits

Exclusive Sponsorship	✓
Increased Brand Awareness	✓
Data Capture (Opens, Clicks)	✓
Exposure to 12,000+ Pharmacy Professionals	✓

Description	Investment
Market BUZZ Newsletter, Four/Deployments	\$8,900/Month
Market BUZZ Monthly Highlights, Three/Deployments	\$8,900/Quarter
Trade Show Newsletter, Two/Deployments	\$9,900/Meeting
Monthly ECOSYSTEM Campaign, 12/Deployments	\$16,900/Year

Artwork Requirement

Please submit the destination URL with the submission of artwork.

Leaderboard Ad Size: 600 x 90 pixels (px)

Skyscraper Ad Size: 120 x 600 pixels (px)

DPI: 150

Maximum File Size: 300 KB

Acceptable File Formats: PNG, JPG, GIF



Trade Show Newsletter: Submission of four social media/blog content included.

Marketing Reach



The Pharmacy Market Buzz

RXinsider's daily news feed features the latest pharmacy and healthcare news and headlines.



- Product/Service Announcements
- Industry News
- Case Studies
- Podcasts
- Press Releases
- Thought Leader Videos
- Training Development
- And More

Features and Benefits of an RXinsider Partner

Custom Branded Landing Page



Access to Submit BUZZ Posts



Continuous Brand Exposure Through Client Content



Allows Pharmacy Professionals to Stay Current on Trends, Products, and Services that Impact Patient Care



Increased Brand Engagement



CUSTOM Services

Case Studies

Get the most out of your case studies. You have invested in the development of a case study, don't fall short on promoting it.

CASE STUDY

DAYTON CHILDREN'S HOSPITAL'S COMMITMENT TO PHARMACY EXCELLENCE

A Strategic, Long-Term Partnership With CPS



Benjamin Goodstein
Vice President & Chief Ambulatory Officer, President, Specialty Physicians, Inc.
~ Dayton Children's Hospital

INTRODUCTION AND INTENDED OUTCOME

Dayton Children's Hospital is one of eight children's hospitals in Ohio. As a regional referral center, they serve patients from a 20-county area, which includes Ohio and eastern Indiana. The hospital's more than 200 physicians include primary care pediatricians and subspecialists in over 35 areas of pediatric medicine. Working as a team with the medical staff are more than 3,500 employees and volunteers who share a commitment to quality care. This, combined with Dayton Children's affiliation with Wright State Boonshoft School of Medicine and accreditation by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), supports their mission to provide the local patient population access to the finest pediatric care available.

"We consider this access to care to be our edge in the world's most competitive market for children's hospitals," says Dayton Children's Vice President & Chief Ambulatory Officer, President, Specialty Physicians, Inc., Benjamin Goodstein. "And a critical part of that access is quality pharmaceutical care."

This commitment to quality pharmaceutical care was foundational to the growth of the hospital's relationship with CPS, which has evolved into a rewarding strategic partnership. CPS has helped Dayton Children's strengthen its inpatient pharmacy and build out its outpatient services with a highly successful specialty pharmacy.

THE ORIGINAL CHALLENGE

"The survey results – from a leader overcome

CASE STUDY

"Since August of 2020, specialty pharmacy revenue has grown by 61%. In addition, volume in the first quarter of 2022 increased from 12 per day to 16.5 per day compared to the same time frame in 2021."

Benjamin Goodstein
Vice President & Chief Ambulatory Officer, President, Specialty Physicians, Inc.
~ Dayton Children's Hospital

INPATIENT PHARMACY SOLUTIONS

- **Compliance**
Through CPS Pharmacy Management services, Dayton Children's brought an expert CPS interim director of pharmacy on board. "The first order of business? Establishing trust. "Within four or five months, our CPS director had turned the relationship between leadership and the inpatient pharmacy team completely around," says Ben. "With that trust, she was able to go to work changing the culture – adjusting policies and procedures for compliance and implementing proper workflows for the emergency department and inpatient units."
- **Decentralized Pharmacy**
Once the inpatient pharmacy transformation was well underway, Dayton Children's CPS director began to decentralize the pharmacy – which turned out to be a crucial and valuable course of action.

The initiative focused on placing clinical pharmacists on all floors, including inside neonatal intensive care units, pediatric intensive care units, and the emergency department. "Our engagement with healthcare providers throughout the hospital skyrocketed almost immediately."

Ben and his team found that having clinical pharmacists available for rounds gave the nursing staff a greater sense of support. "The move to decentralize really changed the relationship with our pharmacy across the entire system." Plus, having a pharmacy partner right there meant that compliance of the medications being delivered was better managed. "That was pretty powerful," says Ben.

- **Clinical Initiatives**
The partnership with CPS has also helped Dayton Children's bolster the clinical profile of its staff. For instance, by leveraging the company's range of clinical services and programs – which includes access to the nation's largest peer network of pharmacy professionals – the hospital now has more board-certified staff. They've also set up a successful residency program, allowing the hospital to attract and educate promising new pharmacists who can eventually help build and strengthen the pharmacy's services.
- **Drug Diversion Program**
Dayton Children's current inpatient pharmacy director was the clinical coordinator when the hospital partnered with CPS to build their Drug Diversion Program. "We didn't have a lot of infrastructure around drug diversion from a compliance standpoint," says Ben. Dayton Children's prioritized performance excellence within their Drug Diversion Program. Their coordinator then implemented a systematic process to help control drug diversions and make sure they are handled consistently across a wide range of perspectives – public safety, clinical, nursing, compliance, and legal.

www.cps.com












Pharmacy Case Studies
Improve Profitability, Cost Containment, and Patient Care

Case Studies Archive

- Bene Scientific**
Diabetes Management: Temperature Monitoring Strategy
- Liberty Software**
Healthcare Claims: Liberty Software to Empower the Pharmacy Team
- Innovix**
Store Data: A True Partnership
- Templogix**
Keeping Medication on Hand: Temperature Manager

Let us help you promote your case study to targeted practice settings throughout the pharmacy market via print, video, e-book, and web.

Features and Benefits

Published in One 20Ways Issue	
Creation and Hosting of a Four-Page E-book	
One Custom Video: Full Case Study	
One Custom Video: Display Ad	
100 Complimentary Reprints	
Continuous Brand Exposure Through RXinsider's Ecosystem	
Authorship: Researched, Written, and Produced (if Applicable)	

Description	Investment
Four-Page Case Study	\$14,900
Four-Page Case Study (<i>RXinsider Authored</i>)	\$16,900

Marketing Reach



Video Solutions

Offering a comprehensive portfolio of video solutions to the pharmacy community to fit every need and budget.



Video is the most powerful digital marketing tool available. Integrate video into your marketing strategy to grow your business' digital distribution and exposure.

Features and Benefits

Continuous Brand Exposure	✓	B-Roll Footage	✓
On-Site Filming	✓	Branding and Motion Graphics	✓
Detailed Viewing Analytics	✓	Professional Voice-Over	✓
Shot and Produced by RXinsider	✓	Custom Vimeo Portfolio	✓



Thought Leader Video Series



Facility Tour Videos



Video Case Studies



Product Demo Videos



Company Overview Videos



Product Training Videos



Trade Show Pitch Videos

Video Solutions

Starting Investment

Thought Leader Video Series	\$17,900
Facility Tour Videos	\$15,900
Video Case Studies	\$15,900
Product Demo Videos	\$12,900
Company Overview Videos	\$10,900
Product Training Videos	\$8,900
Trade Show Pitch Videos	\$6,900

Marketing Reach



Video Series Options



LOCATION

On-Site | Company Facility



TELEPROMPTER

Per-Shoot

\$1,000



COMPONENTS

Branding and Motion Graphics



Professional Voice-over



Music Bed



4K Resolution



Drone Footage (1 Hour)

\$500



EDITS

1st Round



Each Additional Round

\$500



DELIVERABLES

Individual Vimeo URLs



One Vimeo Portfolio



B-ROLL

30 Minutes



Each Additional Hour

\$500



FUTURE UPDATES

Per-Hour

\$200



INTERVIEWS

1-3 Participants



Each Additional Participant

\$1,500



DISTRIBUTION

Annual B2B ECOSYSTEM



Contract Terms and Conditions

Publisher's Right To Reject, Cancel or Terminate Orders

RXinsider may terminate its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of either Advertiser or Agency to pay each bill by its due date.

Should RXinsider terminate its relationship with Advertiser and/or Agency for cause, a short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published and paid for, herein a "ShortRate") may apply and all charges incurred together with short-rate charges shall be immediately due and payable.

Advertiser's Failure to Run Advertising/Short- Rate/Merchandising Programs

All agreements for advertising frequency discounts in connection with any service require that the specified number of advertisements be published within a specified period and be promptly paid for.

In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order/contract or failure to have published and paid for the specified number of advertisements, or if at any time publisher in its reasonable judgment determines that advertiser is not likely to publish and pay for the total amount of advertising specified during the term of the agreement, any rate discount will be retroactively nullified, including for previously published advertisements, and will result in a short-rate.

If any contract is not fulfilled due to a creative issue on behalf of the advertiser, unrelated to RXinsider, additional inventory is not to be offered as a replacement for the lost traffic. All digital inventory in the media planner is net pricing, flat rates. Metrics are not guaranteed.

Orders for inside front, back, or outside cover pages, as well as all 20Ways WAY Profiles and Case Studies (submitted or RXinsider-authored), for magazines and digital editions are noncancelable. Options on other cover positions must be exercised at least 90 days prior to the artwork due date. Orders for all inside advertising units for magazines and digital editions are noncancelable less than 60 days prior to closing date. In any event, advertiser will be responsible for the cost of any work performed or materials purchased on behalf of advertiser, including the cost of services, paper and/or printing.

Orders for digital properties (eBlasts, Banners, and Virtual Pharmacy Tradeshow) can be canceled at any time, if fully paid, or, for future inventory as long as it is over 60 days. For example, July inventory must be executed if not canceled prior to April 30. Or the rate on all already-executed parts of the program must be paid in full.

Advertising Positioning at Publisher's Discretion

Positioning restrictions or specifications are at publisher's sole discretion, and in no event a earn credit unless a contracted position was omitted.

Creative

It is advertiser's responsibility to check for errors in its Ads before and after publication or distribution. Advertiser shall check the first appearance of ads for correction and publisher shall be liable for only one incorrect publication or distribution. Publisher shall not be liable for any error if, at publisher's option, publisher subsequently publishes a corrected ad. RXinsider is not responsible for errors on copy received after deadline. Publisher assumes no financial responsibility for typographical errors, or for omission of copy of ads.



“

We partner with RXinsider because of the consistently high-production values, broad reach for our customer marketplaces, and the innovative ideas RXinsider brings us for advertising and marketing.

George Puckett
CEO
Verity Solutions



“

RXinsider brings a lot of value to us because they have great knowledge of the pharmacy segment.

Donna Holpuch
Senior Manager, Marketing Communications
Helmer Scientific



“

I don't know if our marketing efforts would be anywhere near as successful without RXinsider.

Bob Braverman
President
Medi-Dose, Inc.



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