

Pharmacy Platinum Pages



Known as the “*Yellow Pages of Pharmacy*,” the Pharmacy Platinum Pages is published annually and serves the profession as a comprehensive and relevant buyer’s guide. The Pharmacy Platinum Pages features more than 350 profiles and enhanced company sponsorships.

Visit Pharmacy Platinum Pages ONLINE at www.RXPlatinumPages.com

Benefits

- Instant branding exposure
- Long-term brand development
- Continuous sales lead generation
- Exposure throughout multiple practice settings

Publication Marketing Reach

PHARMACY PLATINUM PAGES Focus: Management throughout all practice settings
 Frequency: Annual
 Circulation: 39,800 hard copies

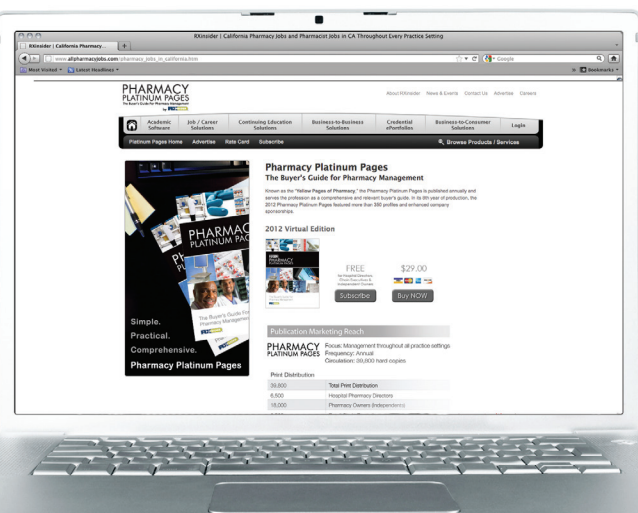
Print Distribution

39,800	Total Print Distribution
6,500	Hospital Pharmacy Directors
18,000	Pharmacy Owners (Independents)
2,500	Retail Chain Executives
3,000	Industry Executives
3,500	Pharmacy Students
1,800	College Faculty
3,000	Trade Show Handouts
1,500	Others

Electronic Distribution

445,000	Total Delivery Projection
250,000	Virtual Trade Show Visitors
195,000	Two Nationwide 411 Email Blast Campaigns

Description	Insertion	Investment
BB5101 Full Page (premium positioning)	1X	\$8900
BB5102 Full Page	1X	\$6900
BB5103 Half Page (horizontal or vertical)	1X	\$4900
BB5104 Quarter Page	1X	\$3400
BB5105 Quarter Page PROFILE	1X	\$3400



Pharmacy Platinum Pages - Specifications

Standard 1/4 Page Company Profile/Bio

Please notify us if you wish to reuse the company profile/bio content from the previous year.

Copy (Required for standard profile/bio)

Please supply all profile / bio copy in a Word document.

- 1 Name:** Maximum 35 characters
- 2 Descriptive Sentence:** Maximum 60 characters
- 3 Body:** Maximum 1050 characters (including spaces) describing your company, products & services.

Non-Supported Text Formatting:

- Italics, bold
- Multiple fonts & point sizes

- 4 Logo:** High quality print resolution Illustrator vector file preferred (.ai or .eps). Photoshop .eps file at 300dpi or higher is also allowed.

RXinsider will re-size your logo file to: Max width: 1.18"x Max height: .5"

Logos may be supplied in the following formats: .eps, .pdf, or high resolution .jpg (300dpi)

- 5 Contact Information (sales, employment, customer service, etc):** Maximum 24 characters wide x 22 lines tall.

Automation & Robotics Technology

Swisslog

Full Pharmacy Automation - From the Dock to the Bedside

Swisslog's pharmacy automation solutions offer complete automation from the packaging of bulk medications, to storage, dispensing, and logistics, as well as Inventory Management Software offering supply chain control from the dock to the patient, including 340B drug pricing. Swisslog's PillPick system is a fully automated, 100% barcoding, packaging, storage and dispensing solution for inpatient pharmacies. PillPick automates cart fill, cabinet restocking, first doses and STATs. PillPick offers the ultimate automated pharmacy system providing patient safety, medication dispensing efficiency, and pharmacy inventory management. For safe and efficiency storage and retrieval, Swisslog offers BoxPicker and Beacon inventory management systems. BoxPicker, known as the "UnCarousel," is a high-density, automated pharmacy warehouse system for storing and dispensing medications and supplies. A dual-temperature™ option for BoxPicker allows automated storage and picking of temperature-sensitive drugs requiring refrigeration and room temperature storage within one automated compact unit. Beacon inventory management system (available only in the USA) ensures customer safety in a compact storage and retrieval solution via a unique pick-to-light system.

swisslog

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CUSTOMER / TECH SUPPORT:
800-396-9666

Requirements For Artwork Delivery

General Delivery:

A high resolution press-ready PDF is required for all electronic ad submissions. All fonts and images must be embedded. Minimum required image resolution is 300dpi. All files must be created and submitted in CMYK color mode. Ads submitted in RGB or Pantone /PMS colors will be converted. RXinsider will not be responsible for color reproduction of these ads. Art should be created or scaled to size intended for print. A 1/4" bleed is **required** for full page ads.

Please supply your artwork by email or on CD-ROM.

Email:

Email the artwork to your sales representative or directly to artwork@RXinsider.com

CD-ROM:

If supplying artwork on CD-ROM, please include a digital proof. Mail to: RXinsider LTD
1300 Division Road, Suite 103
West Warwick, RI 02893

Stand-Alone Ad Sizes (Display Ads)

