2027
Media Kit



PharmacyToday

An official publication of the **American Pharmacists Association**

360 live media
A Smithbucklin Company

APhA
American Pharmacists Association

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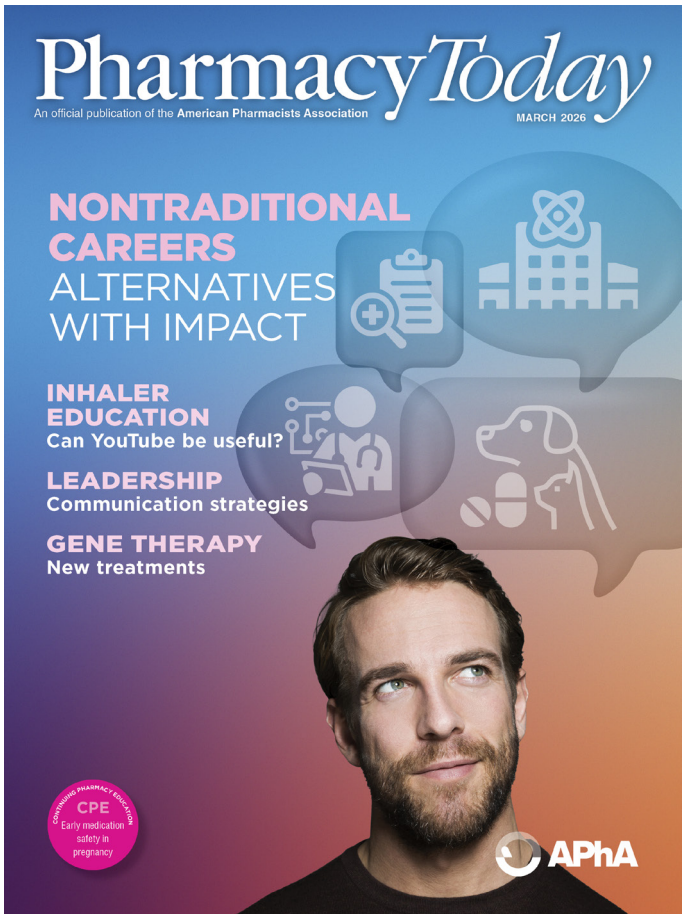
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By the Numbers



Print Circulation

40,000

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SOCIETY OVERVIEW

American Pharmacists Association (APhA)



Overview
Founded in 1852, APhA is the largest association of pharmacists in the United States, with over 40,000 practicing pharmacists, pharmaceutical scientists, student pharmacists, and pharmacy technicians as members. APhA is the organization whose members are recognized in society as essential in all patient care settings for optimal medication use that improves health, wellness, and quality of life. Through information, education, and advocacy APhA empowers its members to improve medication use and advance patient care by:

- Providing timely and accurate information that is vital to our members.
- Raising societal awareness about the role of pharmacists as essential in patient care for optimal medication use.
- Providing state-of-the-art resources to enhance our members' continuing professional development.
- Educating and influencing legislators, policy makers, regulators, and the public to advance our vision and mission.
- Creating unique opportunities for our members to connect and share with their peers across practice settings.

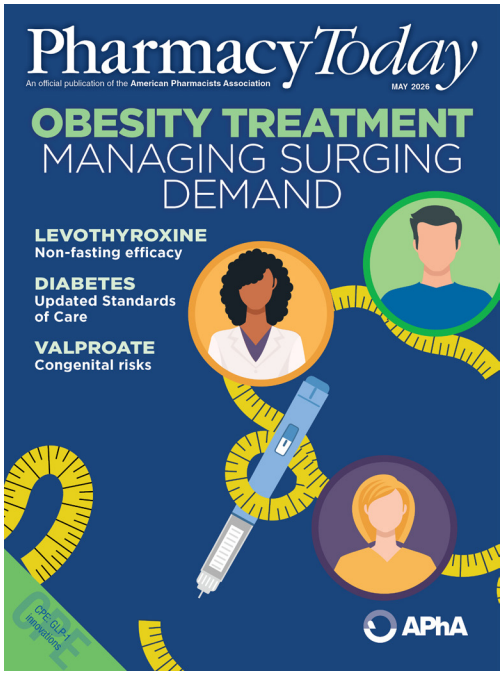
APhA is leading the charge to make sure that pharmacists are recognized as health care providers and compensated for the growing number of services they provide.

APhA is working in collaboration with many other health care organizations to shape the future of pharmacy.

Strengthening pharmacists' skill sets and innovating new training techniques are just a few of the ways APhA is helping members to improve patient care and outcomes. APhA is looking forward to continually developing new trendsetting models to create more successful practices for today's pharmacists.

EDITORIAL OVERVIEW

Pharmacy Today



Editorial Direction

Pharmacy Today

Pharmacy Today offers readers tools and information on issues affecting everyday practice, such as new drugs, the latest guidelines, immunizations, clinical news, innovations in pharmacists' patient care services, provider status for pharmacists, and federal and state government activity.

Each month, *Pharmacy Today* highlights pharmacists' patient care services, giving readers insight into expanding their own patient-centric practice. Regular features include: Bulletin Today (news roundup), New & Approved (updates from FDA), timely On the Cover stories, clinical and practice stories, Health-System Insights, and Continuing Pharmacy Education (CPE).

Established	1995
Frequency	12 times per year
Circulation	40,000
Website	www.pharmacytoday.org
Editor-in-Chief	Kristin Wiisanen, PharmD, FAPhA, FCCP
Publisher	Mary Warner, CAE
Societies & Affiliations	American Pharmacists Association
Market	Pharmacists and Pharmacy Technicians

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PRINT ADVERTISING OPPORTUNITIES

Pharmacy Today Print Rates & Closing Dates

Black & White Rates

Frequency	2 Page	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	$26,383	$13,577	$9,912	$7,563	$5,160	$4,013
3x	$25,715	$13,247	$9,725	$7,365	$5,022	$3,943
6x	$23,213	$12,910	$9,471	$6,180	$4,907	$3,908
12x	$22,143	$11,945	$8,460	$6,610	$4,565	$3,770
24x	$20,021	$11,417	$8,357	$6,372	$4,405	$3,378
36x	$19,085	$10,865	$7,965	$6,020	$4,113	$3,258
48x	$18,103	$10,315	$7,790	$5,865	$4,013	$3,158
60x	$17,895	$10,177	$7,470	$5,606	$3,842	$2,983

Color Rates	
Standard Color:	$1,025
Matched Color:	$1,215
4 Color:	$3,545

Premium Positions	
Cover 4:	Earned b/w rate + 50%
Cover 2:	Earned b/w rate + 25%
Opposite TOC:	Earned b/w rate + 15%

Cover Tips	
Full Circulation:	$25,000 Net

Outserts:
Contact your Sales Representative

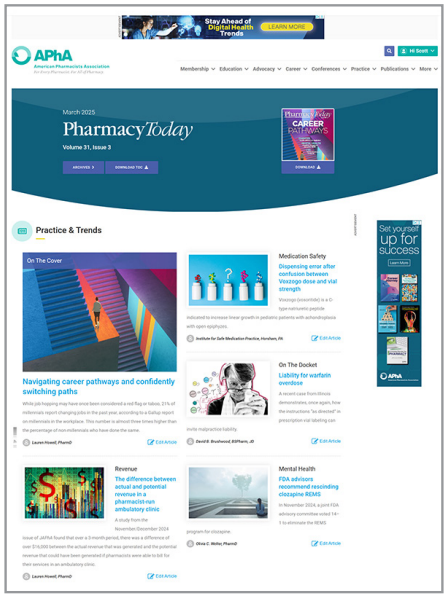
Volume/ Issue	Job Number	Publication Date	Print Space Closing Date	Print Material Deadline	Outserts and Cover Tips Due* to Printer
33/1	Jan: C620YP0	January 2027	12/10/2026	12/15/2026	12/19/2026
33/2	Feb: C70HCH0	February 2027	1/8/2027	1/15/2027	1/14/2027
33/3	March: C70HCL0	March 2027	2/8/2027	2/17/2027	2/12/2027
33/4	April: C70HCM0	April 2027	3/8/2027	3/15/2027	3/12/2027
33/5	May: C70HCJ0	May 2027	4/12/2027	4/19/2027	4/16/2027
33/6	June: C70HCN0	June 2027	5/7/2027	5/14/2027	5/13/2027
33/7	July: C70HCK0	July 2027	6/4/2027	6/11/2027	6/10/2027
33/8	Aug: C70HCP0	August 2027	7/12/2027	7/19/2027	7/16/2027
33/9	Sept: C70HCR0	September 2027	8/13/2027	8/20/2027	8/17/2027
33/10	Oct: C70HCU0	October 2027	9/13/2027	9/20/2027	9/17/2027
33/11	Nov: C70HCT0	November 2027	10/11/2027	10/18/2027	10/15/2027
33/12	Dec: C70HCV0	December 2027	11/5/2027	11/12/2027	11/9/2027

All ads must go through an approval process.
* Deadlines are earlier if printing required.

DIGITAL ADVERTISING OPPORTUNITIES

Website Banner Advertising

The APhA network of sites delivers more than 250,000 ad impressions per month



Maximize your reach by adding a digital advertising campaign to your print schedule.

APhA online journal platforms offer a variety of advertising banner options and customizable solutions, enabling advertisers to target specific health care professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

Homepage	
Leaderboard	728 x 90
Rectangle	300 x 250

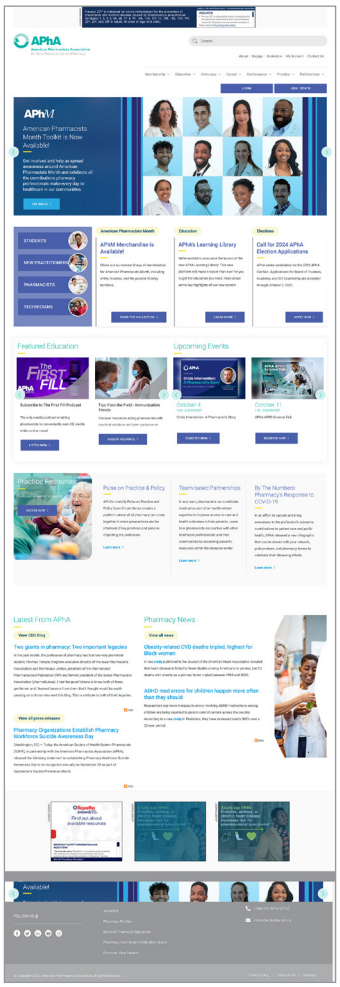
Rest of Site (ROS)	
Leaderboard (desktop)	728 x 90
Leaderboard (mobile)	300 x 50
Skyscraper	160 x 600
Rectangle	300 x 250

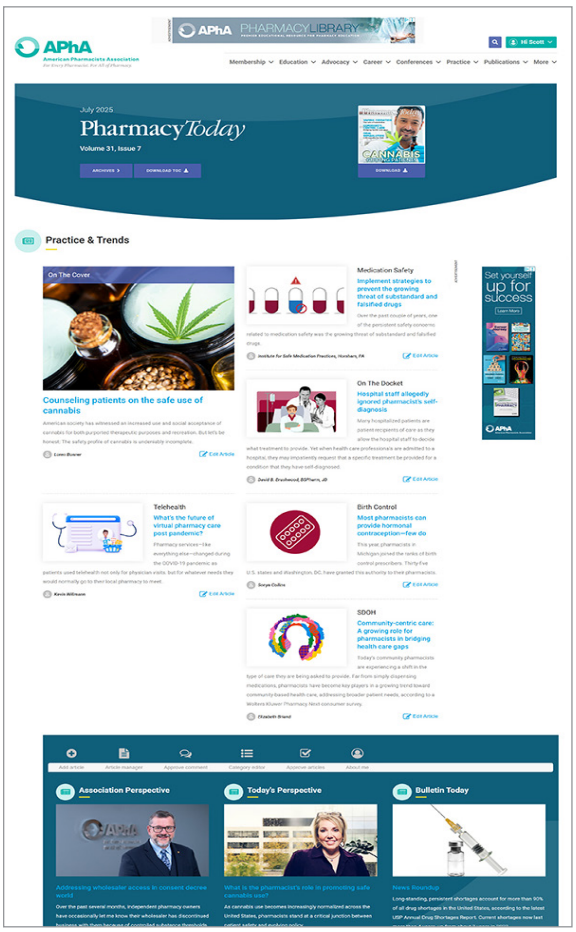
Sticky Banners
Leaderboard remains in place during scroll for 8 seconds and Skyscraper on ROS pages remains in place on right side throughout scroll.

Rate: $110 CPM net
Combo Rate: $100 Print/Online Combo CPM

DIGITAL ADVERTISING OPPORTUNITIES

Website Banner Advertising (CONTINUED)





Average Monthly Metrics

APhA

www.pharmacist.com

Pageviews	350,000
Unique Visitors	150,000
Visits	125,000
Ad Impressions	250,000+

DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents Email (eTOC) Advertising



eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for Pharmacy Today, providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Members also receive eTOCs for APhA's peer-reviewed journals, JAPhA, JAPhA Practice Innovations, JAPhA Pharmacotherapy, and JPharmSci. Student members receive a monthly digest of Student Pharmacist Magazine article updates, as well.

Banner Positions

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

Metrics

Pharmacy Today

Opt-in Distribution	40,000
Average Open Rate	40%
Frequency	Monthly

Student Pharmacist Magazine

Opt-in Distribution	18,000
Average Open Rate	35%
Frequency	Monthly

Rates

Pharmacy Today

$6,000 - $5,000 per month when committing to more than three

Based on APhA average from January 2026-October 2026

DIGITAL ADVERTISING OPPORTUNITIES

Pharmacy Today Daily eNewsletter



Pharmacy Today Daily eNewsletter

- Emailed to over 40,000+ pharmacists by *Pharmacy Today*—the most trusted source for pharmacy profession news
- Distributed every weekday to all APhA members, offering daily breaking news pivotal to their profession

Banner Positions

Leaderboard	728 x 90
Rectangle	300 x 250

Metrics

Average Open Rate	43%
Frequency	5 times per week

Rate
$4,000 per day; $3,500 if you commit to 10 plus.

Based on APhA average from January 2026-October 2026

DIGITAL ADVERTISING OPPORTUNITIES

APhA Information from Industry Custom eBlast



APhA Information from Industry Custom eBlast

All e-mail blasts are not created equal. APhA is the nation's largest and oldest professional pharmacy association. APhA's Industry Insider delivers an attention-grabbing, dedicated digital message directly to the audience you most want to reach!

- Contains content supplied by the advertiser
- Distributed to APhA's e-mail list of approximately 350,000 pharmacy professionals

Customize your reach or segment your offer to APhA members only.

Metrics

APhA Industry Insider	
Opt-in Distribution	350,000
Average Open Rate	40%

Rate

Full Audience:	$13,000

Speak to a Sales Representative regarding costs for segmented audiences.

APhA Custom eBlast Spec Sheet

- Max width: 640px
- Subject Line: Recommended 45 characters max. The email will go out as: "Information from Industry: YOUR SUBJECT
- Image Hosting: Please either embed your images in the html or host them on your internal server.
- JavaScript Accepted: No
- Flash Accepted: No
- Required File Format: HTML
- Tags: Must be added before submission or HTML will be returned to the client.
- Third Party Tracking or UTM Coding: No
- Text version: Recommended. If text version is not supplied, the system will use a default version which repurposes creative from the supplied html to create a text version.
- Character Limit: 150,000 characters
- CSS: Inline. No external files.
- Avoid using the following CSS in your templates:
  - Floats
  - Positioning
  - Background images (doesn't work in Outlook and Gmail). Margin and padding CSS properties might not work properly with some email clients.
- Please make sure to test the HTML file against major email clients like Outlook, apple mail, gmail, etc., before sending the final file.
- We can only make minor changes to HTML, which includes updating typos, images, or content text updates. **Any code-related change must be done by client.**
- We cannot accept image-only HTML because it drops the open rates and clicks, and results in high spam rates.
- Footer will be added automatically.

Based on APhA average from January 2026-October 2026

PRINT ADVERTISING OPPORTUNITIES

Advertising Incentive Programs



Pharmacy Today

American Pharmacists Month - 2 For 1 Ad Space!
October is American Pharmacists Month. Showcase your company's contribution to pharmacy practice, pharmacists or simply highlight important facts about your company.

Special Positioning
Achieve continuity of contact in *Pharmacy Today*; position your message opposite regular monthly departments:

- Editorial page written by Kristin Wiisanen, PharmD, FAPhA, FCCP, *Pharmacy Today* Editor in Chief
- On the Docket – Author David B. Brushwood, BSPharm, JD, offers legal insights on cases that affect pharmacists
- OTCs Today, New Drug, and On the Shelf
- Medication Safety – The Institute of Safe Medication Practices topics include errors, close calls, or hazardous conditions.

All ads must go through an approval process.

TARGETED MEDIA ADVERTISING OPPORTUNITIES

Cover Tips, Outserts, and Wraps

(SEE PAGE 18 FOR PRODUCTION NOTES)



Strategically position your brand alongside trusted, relevant content

Cover Tips, Outserts, and Bellybands

With a cover tip-on, onsert, or bellyband to promote your brand, you have the eyes of every subscriber.

All targeted solutions are subject to society and Editor approval.

SPECIFICATIONS

Digital Media

Rich Media Expanding & HTML In-Page Ads†

Creative Sizes

Leaderboard	*728 x 90*
Expands ▼ down (maximum size)	728 x 315
Skyscraper	*160 x 600*
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	*300 x 250*
Expands ▶ right (maximum size)	600 x 250

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Mobile (mWeb or In-App)	HTML5, 40KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

* Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

SPECIFICATIONS

Digital Media (CONTINUED)



Email Banner Ads

Creative Sizes	
Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

Note:

Please only send one version of each banner ad required, clearly labeled in the file name.

Email Specifications	
Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

SPECIFICATIONS

Print Media

Mechanical Specifications

Pharmacy Today

Ad Size	Non Bleed	Bleed	Live Area
Full Page	7-3/4” x 10-1/2”	8” x 10-3/4”	Please keep all critical information and copy 1/4” from trim
Spread	14-1/2” x 9-1/2”	15-1/2” x 10-3/4”	Please keep all critical information and copy 1/4” from trim
2/3 Vertical	4-1/2” x 9-1/2”	5-1/4” x 10-3/4”	Please keep all critical information and copy 1/4” from trim
1/2 Horizontal	6-3/4” x 4-5/8”	7-7/8” x 5-3/8”	Please keep all critical information and copy 1/4” from trim
1/3 Vertical	2-1/8” x 9-1/2”	2-7/8” x 10-3/4”	Please keep all critical information and copy 1/4” from trim

No text or critical information can extend into the 1/4” page trim margin.

The trim size is the finished size of the magazine, which is 7.75 x 10.5, and with bleed it’s: 8.75 x 10.75.

Advertisers always have the option of submitting pdfs by pages (7.75 x 10.5) or in spreads (15.5 x 10.5, with bleed 15.75 x 10.75). Bleed and cropmarks should always be at .125 on all four sides of the page.

Binding	Saddle stitch
Printing process	Web
Halftone screen	Cover & Text, 150 line screen

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

SPECIFICATIONS

Print Media (CONTINUED)

Print Ad Specifications

File Format
PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will receive a preflight warning. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

Additional costs may apply if problems are encountered.

Images
All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts
DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

PDF x1A Specifications
All ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8″ bleed image on all four sides. All registration marks should be at least 1/8” from the page trim.
- Files will include trim marks with a minimum 3/16″ offset
- Right Reading, Portrait Mode, 100% size, No rotation.
- Critical content cannot be close to the 0.25 inch margin/trim edges on all sides—no logos or text in the margins.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2″ outside trim.

Disposition of Reproduction Material

All digital ad files will be held for 12 months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

SPECIFICATIONS

Print Media (CONTINUED)

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. SmithBucklin/360 Live Media cannot guarantee color match unless acceptable proof is provided.

Delivery
Submit PDF ad files to the SmithBucklin/360 Live Media ad portal:

https://aphanet-460263.workflowcloud.com/forms/e2e4a390-75fd-4129-83d2-d6a1d4b666af

Conformance to Specs
Variances from the above specifications may not yield results that conform to SmithBucklin/360 Live Media quality control standards.

Insert Specifications

Mech. Specs. Insert Size	Flat/Untrimmed	Furnish Folded
2-page insert	8″ x 10-3/4″	7-3/4" x 10-1/2"
4-page insert	15-1/2″ x 10-3/4″	7-3/4" x 10-1/2"

Insert Requirements:

Trimming
1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a ½" safety must also be applied to both sides of the gutter/spine.

Insert Stock Weight*
For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts
Same as ad space closing

Insert Delivery Date
See Insert due dates on page 10. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

Insert Quality
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

* All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

SPECIFICATIONS

Print Media (CONTINUED)

Cover Tip And Outsert Specifications

CHOICES ARE: ONSERT/OUTSERT (NO GLUE) OR TIP-ON (GLUED)

Pharmacy Today

Cover Tip-ons

Trimming

- Ship flat: 7-5/8” x 6”
- Tip-ons will glue 1/8″ in from spine, and trim flush with head, face and foot
- Keep 1/4” (0.25 in) margin on all four sides free of any type or critical information that could get trimmed off during the printing process.
- Allow 1/8″ (0.125 in) of bleed on all four sides

Outserts/Onserts*

Trimming

- Journal trim size: 7-3/4″ x 10 1/2″ (7.75 in x 10.5 in); untrimmed size: 8.0” x 10 3/4” (8.0 in x 10.75 in).
- Outserts do not have glue and will run loose within poly-bag.
- Keep 1/4” (0.25 in) margin on all four sides free of any type or critical information that could get trimmed off during the printing process.
- Allow 1/8″ (0.125 in) of bleed on all four sides.
- All outserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for bindery.
- Maximum thickness for an outsert per USPS is 0.25”.
- Anything that is more than 2 pages or contains product may incur additional postage costs.
- USPS requires any outsert that contains product samples to be glue-tacked down onto the magazine back cover.

IMPORTANT!

Stock Weight

Minimum 1 page on 70# stock. Cards are required to print on 7-point or 75# hi-bulk stock.

Closing and Delivery Dates

See page 5 for closing and delivery dates.

Quantity

41,600 (includes 4% spoilage)

Cover Tips printed by *Pharmacy Today* will need crop marks on the PDF supplied.

* All outserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of outsert must accompany insertion order.

SPECIFICATIONS

Print Media (CONTINUED)

Outsert Packing & Shipping Instructions

1. All materials must be accompanied by a detailed packing list and Bill of Lading (BOL).

2. Each skid and/or carton should be clearly marked, on all four sides, with:
   a. Counts per lift/carton
   b. Total counts per skid
   c. Total number of pieces (forms) for roll stock and/or fanfold
   d. Description of piece (Key Code, unique identifier)
   e. Title and Issue, or Quad/Graphics job number (Quad/Graphics job number available from *Pharmacy Today*)

3. In order to avoid delays, it continues to be our policy that all deliveries **MUST** be scheduled at least 24 hours in advance with Quad/Graphics' Inventory Control Department. As a carrier, you should **make an appointment**; you'll be provided an **appointment number, which must appear on the BOL**. If you do not have an appointment, delivery will not be refused, but will be delayed until the receiving schedule permits an unscheduled delivery. When calling to schedule delivery appointments, please specify "Onsert Receiving."

Insert Shipment Address:
Quad/Graphics
N61 W23044 Harry's Way
Sussex, WI 53089-3995

Please call 414 566 2100 to set delivery appointment

Please ensure that the Job is labeled and noted as:

Pharmacy Today – Month of issue. (i.e., February 2027); Job Number

Job Number	Issue
C620YP0	January 2027
C70HCH0	February 2027
C70HCL0	March 2027
C70HCM0	April 2027
C70HCJ0	May 2027
C70HCN0	June 2027
C70HCK0	July 2027
C70HCP0	August 2027
C70HCR0	September 2027
C70HCU0	October 2027
C70HCT0	November 2027
C70HCV0	December 2027

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Contacts

Sales Advertising

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2027
Media Kit

PharmacyToday

An official publication of the **American Pharmacists Association**