



**Louisiana Pharmacists Association**  
450 Laurel Street, Suite 1400 · Baton Rouge · Louisiana 70801

## 2010-11 Advertising Contract

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(name of "Company")

agrees to advertise with the Louisiana Pharmacists Association (the "Association") in *The Louisiana Pharmacist Journal*, a quarterly publication, of the Association.

<b>The Company agrees to the following advertisement specifications (please see Rate Sheet for pricing):</b>			
<b>No. of Advertisements:</b> ___ One ___ Two ___ Three ___ Four (with Spotlight Offer)	<b>Type:</b> ___ Black and White ___ Standard Process Color	<b>Preferred Position:</b> ___ Inside Front Cover ___ Inside Back Cover ___ Outside Back Cover ___ None	<b>Size:</b> ___ Full Page ___ Half Page ___ Quarter Page ___ Full Column ___ Half Column

The Company understands that it is responsible for submitting copy to the Association by the deadlines indicated in this Contract to ensure that its ad will be included in the intended publication. The Association is not responsible for the content of any ads submitted electronically, and the Company accepts the responsibility of proofing all ads prior to electronically submitting any ad.

The Association will work with the Company within reason to ensure inclusion of the ad if the Company fails to meet the deadline for submittal within a 7 to 10 day "late period." However, failure to meet the prescribed deadline, resulting in nonappearance of the ad in the intended issue of the publication will not remove the obligation of the Company to pay for the ad.

The Company agrees to conditions set forth in this Contract..

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Signature

Date

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Phyllis Perron  
Executive Director

Date

## *The Louisiana Pharmacist Journal* Advertisement Rate Sheet

Rates Per Issue for:	1 Issue	2 Issues	3 Issues	4 Issues*
Black and White Advertisements				
Full Page	\$650	\$550	\$525	\$500
Inside Front**	\$875	\$775	\$750	\$700
Inside Back**	\$800	\$700	\$675	\$650
Half Page	\$550	\$450	\$425	\$400
Outside Back**	\$650	\$550	\$525	\$500
Full Column	\$475	\$375	\$350	\$325
Quarter Page	\$450	\$350	\$325	\$300
Half Column	\$400	\$300	\$275	\$250

\* **Spotlight Offer:** The Company is entitled to one full page spotlight to be published in *The Louisiana Pharmacist Journal* during one issue in which the Company's advertisement appears. The spotlight is to be provided to the Association by the Company at the time of submitting the first advertisement.

\*\* All preferred positions are reserved on a first come, first serve basis.

### **Color Ads:**

Add the following amounts to the above black and white rates per issue:

Standard Process        \$200

Color charges also apply to fractional pages. No metallic, fluorescent or white inks will be used.

### **Classified Advertising:**

Advertisements must be pharmacy related as determined by the editors and must be submitted in writing. Deadlines are same as for other ads. Column is 2.25"

Members: Free

Non-Members: \$6 per line

**Bleed Rates:** No charge

**Agency Commission and Cash Discount:** No commission or cash discounts allowed.

**Printing Process:** Offset

**Mechanical Requirements:** Negatives must have right reading emulsion side down. All materials must have trim marks and color clearly indicated.

**Halftone:** 150-line screen or 300 dots per inch and should be marked for cropping and identification.

**Binding:** Saddlestich

**Disposition:** All materials are destroyed after six months except when notified.

<b>Dimensions:</b>	<b>Width</b>	<b>Depth</b>
Trim size:	8.714	11.125
Page size:	8.5	11
Bleed:	8.75	11.25

<b>Ad size:</b>	<b>Width</b>	<b>Depth</b>
Full Page (bleed)	8.5	11
Full Page (nonbleed)	8	10.5
Half Page (horizontal)	7	5
Full Column	2.25	10
Quarter Page	3.375	3.75

**All ads deadlines for 2010/2011 must be received by the following dates:**

Summer Issue – May 15, 2011

Fall Issue – August 15, 2011

Winter Issue – December 1, 2010

Spring Issue - February 15, 2011

**Advertiser Information**

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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**Advertising Agency Information**

Will this ad be placed by an advertising agency? \_\_\_\_\_ If yes, please provide the following:

Agency: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

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**Billing Information**

Agency: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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Issues to Run: \_\_\_\_\_ Jan-March (Spring) \_\_\_\_\_ April-June (Summer)  
\_\_\_\_\_ July-Sept (Fall) \_\_\_\_\_ Oct-Dec (Winter)

Indicate the first issue that the Company wishes to include the ad: \_\_\_\_\_

How will ads be sent to LPA? \_\_\_\_\_ Email

\_\_\_\_\_ Disk (mail/delivery)

\_\_\_\_\_ Fax (only for classified ads)

The Louisiana Pharmacists Association  
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