

# TEXAS SOCIETY OF HEALTH-SYSTEM PHARMACISTS

## TSHP Publications

### RATE CARD

The Audience: The Texas Society of Health-System Pharmacists (TSHP) is the statewide organization representing institutional and organized healthcare pharmacy practice in Texas. TSHP is an affiliated chapter of the American Society of Health-System Pharmacists. TSHP membership includes pharmacists, technicians, students, and other healthcare professionals, whose goal is to optimize pharmacy for the public's benefit.

With nearly 2,000 members, the bi-weekly *TSHP Bulletin* and quarterly *Lone Star Pharmacist*, TSHP Website ([www.tsph.org](http://www.tsph.org)) and the online Job Placement Center provide a great medium for reaching institutional pharmacy practice in Texas.

### The Lone Star Pharmacist

The Official Publication of the Texas Society of Health-System Pharmacists – R&E Foundation



Texas Society of Health-System Pharmacists  
RESEARCH & EDUCATION FOUNDATION

#### Quarterly Circulation:

**40,000** delivered by direct mail to Pharmacists' homes.  
No wasted circulation

The *Lone Star Pharmacist* is a quarterly publication reaching all pharmacists actively licensed by the Texas Board of Pharmacy. This direct mailing will also include retired pharmacists, pharmacy students, and pharmacy technicians who are members of the Texas Society of Health System Pharmacists. An electronic copy of the publication is also sent to all Schools of Pharmacy in the state of Texas. This official publication relays educational, legislative, political, economic, and professional information that is critical to pharmacy practice, regardless of specialization.

#### 2015 NET Quarterly Advertising Rates

**Tabloid Sized Publication:** 10 ¼ inches x 15 inches page size • 90 column inches per page – 1 column = 1 ½" wide  
(Page size is shrunk 5% to press) 10 point minimum on reverse or 4 color type)

Display Ad Options Other ad sizes are available.	COLOR (CMYK)		BLACK & WHITE	
	Price per Issue	Four Issues (Price per Issue)	Price per Issue	Four Issues (Price per Issue)
4 Column Inch = (3¼" x 2") (Business Card)	\$434.28	\$412.57	\$234.28	\$222.57
6 Column Inch = (3¼" x 3") (Square)	\$551.42	\$523.85	\$351.42	\$333.85
10 Column Inch = (3¼" x 5") (Index Card)	\$785.70	\$707.13	\$585.70	\$527.13
15 Column Inch = (5" x 5") (Square)	\$1,078.55	\$970.70	\$878.55	\$790.70
22.5 Column Inch = (5" x 7½") (Quarter Page)	\$1,488.80	\$1,339.92	\$1,288.80	\$1,159.92
30 Column Inch = (10¼" x 5" or 3¼" x 15") (Third Page)	\$1,918.40	\$1,726.56	\$1,718.40	\$1,546.56
45 Column Inch = (10¼" x 7½" or 5" x 15") (Half Page - Horizontal or Vertical)	\$2,720.00	\$2,448.00	\$2,520.00	\$2,268.00
90 Column Inch = (10¼" x 15") (Full Page)	\$5,112.20	\$4,600.98	\$4,912.20	\$4,420.98

Rates are based on the following column/inch rates:

4-22 column inch rate = \$58.57, 22.5-44 column inch rate = \$57.28, 45-88 column inch rate = \$56.00, 90 column inch rate = \$54.58  
Color (CMYK) = \$200 net.



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517 Washington Street • PO Box 216 • Cedar Falls, IA 50613

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#### 2015 Publishing Schedule

##### \*Ad Copy Deadline

September 2 • December 3

The newsletter starts arriving in the Pharmacists' homes approximately 2 weeks after ad copy deadline.

\* Advertising space is limited and may be sold out prior to deadline.  
Ad copy deadline subject to change.

### Newsletter, Web site & Job Placement

#### TSHP Bulletin (e-newsletter)

The *TSHP Bulletin* is published bi-weekly. Editorial content includes coverage of TSHP-sponsored meetings and events, features on pharmacy practice and coverage of current legislative issues. The newsletter is a 4-color publication sent electronically to members in HTML format. The newsletter is also archived on the TSHP website.

**Classified Ads** - Max. 100 words, no logos, no graphics, no links. *Ad rates are per issue.*

Ad Frequency: 1x 2x 3x 4x  
Rate Per Issue: \$100 \$95 \$90 \$85

**Display Ads** - Advertising on the *TSHP Bulletin* is managed by Multiview. For more information visit or contact them at [horton@multibriefs.com](mailto:horton@multibriefs.com).

#### TSHP Website Ads

Showcase your business on the TSHP site [www.tsph.org](http://www.tsph.org).

**Skyscraper & Footer Banner** - Advertising on the *TSHP* website is managed by Multiview. Contact them at 972-402-7023 or [TSHP@multiview.com](mailto:TSHP@multiview.com).

#### THSP Rotating Homepage Banner

This area of advertising is restricted to *TSHP* partner organizations, such as Local Chapters and Joint Provider Education Organizations. Contact *TSHP* at [tsph@tsph.org](mailto:tsph@tsph.org).

956p x 196p: \$1000 (ad duration 90 days)

**TSHP Job Placement Center** - see rates and enter your ad directly at: <http://pharmhs.tx.associationcareernetwork.com>