

2008 Classified Products & Services and Recruitment Advertising Rates - Print & Web

Rates Effective – October 22, 2007

Total Qualified Circulation: 155,000
Source: BPA Statement June 2007

Drug Topics serves the distributing & dispensing drug trade including retail drug stores, chain drug stores, hospital pharmacies, department stores, discount houses & supermarkets operating prescription departments.

Qualified recipients are individuals who worked for independent pharmacies (1-3 units); chain pharmacy stores (4 or more units); supermarkets operating Rx departments; department, discount stores & variety chains operating Rx departments; drug purchasing headquarters (including discount stores, supermarkets, retail drug chains & department chains); hospitals operating an Rx department & nursing homes offering Rx service; HMO's & HMO operated/owned pharmacies; & other pharmacists & others allied to the field.

DISPLAY CLASSIFIED AD

Frequency	Black & White	2-Color	4-Color
23X	\$148	\$190	\$208
18X	\$159	\$201	\$219
12X	\$182	\$224	\$242
6X	\$205	\$247	\$265
3X	\$216	\$258	\$276
1X	\$227	\$269	\$287
Blind Box	\$41		

For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

*Tentative Dates

<u>Issue Dates</u>	<u>Closing Dates*</u>	<u>Issue Dates</u>	<u>Closing Dates*</u>
Jan 8		July 9	
Jan 22		July 23	
Feb 5		Aug 6	
Feb 19		Aug 20	
March 5		Sept 3	
March 19		Sept 17	
April 2		Oct 8	
April 16		Oct 22	
May 7		Nov 5	
May 21		Nov 19	
June 4		Dec 10	
June 18			

DIGITAL AD SPECS: For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

TERMS & CONDITIONS: Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

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