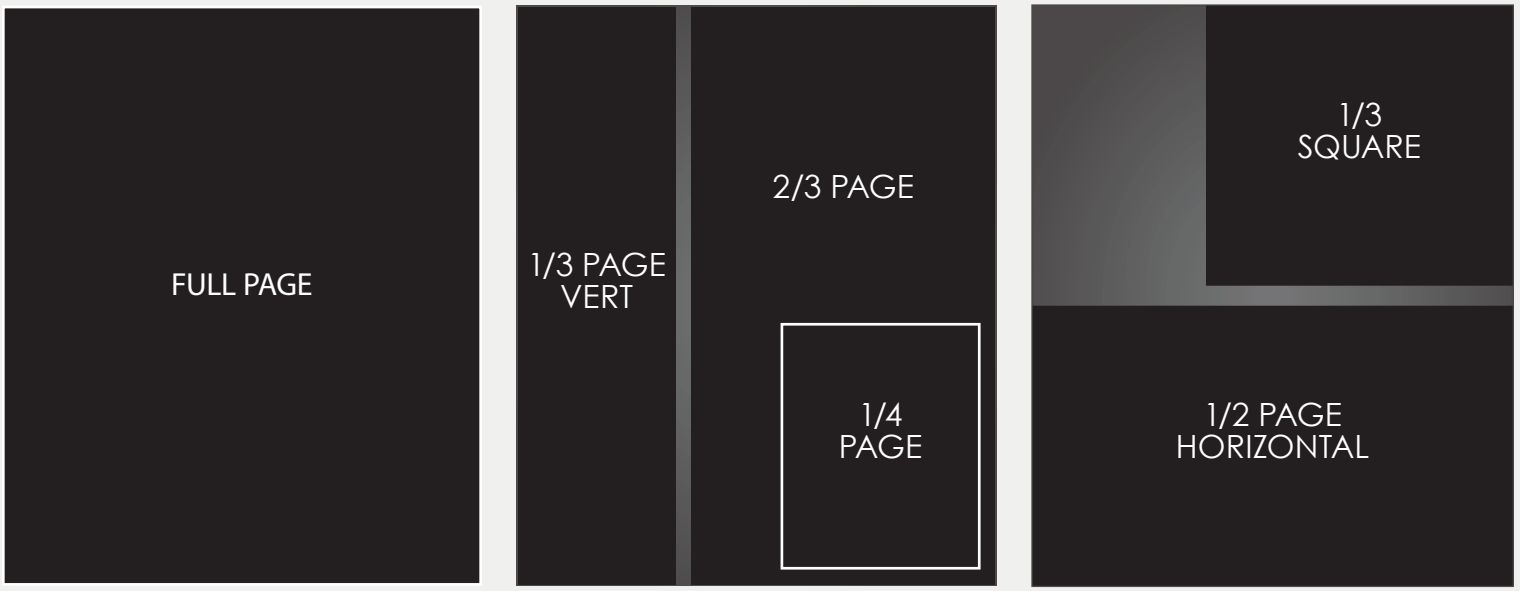
MPA
MISSOURI PHARMACY ASSOCIATION

MISSOURI PHARMACIST MEDIA KIT

THE LEADING VOICE FOR THE MISSOURI PHARMACIST

ADVERTISING SPECS - MPA DIGITAL MAGAZINE



MARKET KNOWLEDGE

With industry expertise and direction, the Missouri Pharmacist provides readers with current legislative issues, industry best practices, rules and regulations, and the most compelling insight into how to run their pharmacy operations effectively.

PRICING GUIDELINES

Size	Single	Annual (price break)
Full Page	$1,500	$1,250
2/3 Page	$1,250	$1,000
1/2 Page	$1,000	$900
1/3 Page	$850	$750
1/4 Page	$700	$600

***MISSOURI PHARMACIST** IS NOW FULLY DIGITAL!*

Email ad files to: sarah@morx.com

Payment: All open rate ads require pre-payment. Contracted advertising will be billed as incurred and due upon receipt. Any account unpaid after 60 days will be denied further advertising insertion until account is made current or credit arrangements have been made. Unfulfilled contracts or contracts canceled by the advertiser prior to completion and space deadline will be charged at the earned rate. Cancellations: Advertising canceled after the published closing date will be charged at earned rate to advertiser with an additional fee of up to $150 for remake of page. Deadlines: Any ad not approved by the final approval deadline will be canceled and the advertiser will be charged the full cost of the ad. Advertisements are accepted upon there presentation that the advertiser and its agency have the right to publish the content there of. Advertiser and their agencies agree to indemnify, defend and hold harmless the publisher from any and all liability for content of advertisements printed.

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DIGITAL INVENTORY & RATES

MPA Insider Newsletter

Digital ad placed within the MPA Insider. Space provided for ad that links to sponsors landing page. Distributed to over 3,000 emails.

$250 PER weekly issue

Website Sponsorship

Logo sponsorship placement on front page footer of MoRx.com. Rollover link to advertiser's URL landing page.

$450 PER 3 month cycle

Social Media Sponsorship

Present your message with a uniform post and messaging across MPA's social platforms.

$250 PER post

TARGETED DELIVERY TO THE MISSOURI PHARMACY MARKET

The Missouri Pharmacist digital magazine covers the topics Missouri pharmacists want to know about. With a circulation of 3,000 per issue, this highly targeted publication is sent electronically to the Missouri pharmacy network three times per year.

- MISSOURI PHARMACY ASSOCIATION MEMBERS
- MISSOURI PHARMACIST
- MISSOURI PHARMACY TECHNICIANS
- MISSOURI PHARMACY OWNER
- PHARMACY MANAGERS
- MISSOURI PHARMACY EDUCATORS

EDITORIAL CALENDAR	
SPRING Edition:	**Publishes: March**
SUMMER Editon:	**Publishes: July**
FALL/WINTER Edition:	**Publishes: November**

TO ADVERTISE EMAIL SARAH@MORX.COM