

# Georgia Pharmacy Association 2022 Media Kit



## Insertion Order (page 1 of 2)

Company Name \_\_\_\_\_ Date \_\_\_\_\_

<b>Print</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>6x</b>	<b># Insertions</b>	<b>Extended Amount</b> <small>(Rate x Insertions)</small>
Back Cover (2/3 page)	N/A	N/A	N/A	N/A	\$1,899		
Inside Front Cover	N/A	N/A	N/A	N/A	\$1,799		
Inside Back Cover	N/A	N/A	N/A	N/A	\$1,799		
Full Page	\$2,099	\$1,949	\$1,799	\$1,649	\$1,499		
Half Page	\$1,199	\$1,039	\$959	\$879	\$799		
Quarter Page	\$699	\$649	\$599	\$549	\$499		
Business Card	\$419	\$389	\$359	\$329	\$299		
<b>Total Print</b>							

<b>Digital</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b># Insertions</b>	<b>Extended Amount</b> <small>(Rate x Insertions)</small>
Home Page Right Side Panel	N/A	N/A	\$749	\$649	\$599	\$499		
Home Page Brand Carousel	N/A	N/A	\$374	\$324	\$299	\$249		
Single Page Ad	N/A	N/A	\$374	\$324	\$299	\$249		
Social Media Post	\$249	\$229	\$199	\$199	\$199	\$199		
Email Tag Along	\$499	\$449	\$399	\$399	\$399	\$399		
Email Custom	\$2,499	\$2,249	\$1,999	\$1,999	\$1,999	\$1,999		
Buzz Email Top	\$749	\$699	\$599	\$599	\$599	\$599		
Buzz Email Bottom	\$499	\$449	\$399	\$399	\$399	\$399		
<b>Total Digital</b>								

	<b>Amount</b>
Total Print Advertising	
Total Digital Advertising	
<b>Total</b> <small>(Invoiced Separately at Time of Insertion)</small>	
Paid Annually Discount (10%)	
Paid Annually Amount <small>(Invoiced Annually)</small>	

Contact Michelle Turkington, [mturkington@gha.org](mailto:mturkington@gha.org), 404-419-8107

# Georgia Pharmacy Association 2022 Media Kit



## Insertion Order (page 2 of 2)

Company Name: \_\_\_\_\_

	<b>Amount</b>
Total Print Advertising	
Total Digital Advertising	
Total <small>(Invoiced Separately at Time of Insertion)</small>	
Paid Annually Discount (10%)	
Paid Annually Amount <small>(Invoiced Annually)</small>	

For the 2022 indicated advertising services, the undersigned contracts and agrees to pay Georgia Pharmacy Association, based on the current advertising rates for the Georgia Pharmacy Magazine and/or digital media selections. Payment is due upon receipt of invoice. Advertising rates are calculated based on the ad size and the requested frequency for the advertisement. Any change in the ad size and number of insertions from that indicated on this Insertion Order will result in a rate adjustment. A 10% discount is offered for annual payment of this contract. The Georgia Pharmacy Association requires that ads be supplied as digital files that meet the supplied specifications and reproduction requirements. It is the responsibility of the advertiser to check ads for accuracy prior to submission. Ad design assistance is available upon request.

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form to: Michelle Turkington, Director of Marketing, GPhA  
Email: [mturkington@gpha.org](mailto:mturkington@gpha.org) | Phone: (404) 419-8107  
6065 Barfield Rd NE, Suite 100, Sandy Springs, GA 30328

We appreciate your support of The Georgia Pharmacy Association!

Contact Michelle Turkington, [mturkington@gpha.org](mailto:mturkington@gpha.org), 404-419-8107