

2022 Media Kit

Print • E-mail • Digital • Events

Representing thousands of pharmacy professionals and students, GPhA is the only pharmacy organization in the state, serving pharmacists in all practice settings.

Our media properties include:

- Georgia Pharmacy Magazine, a full color, bi-monthly magazine delivered to 3,500 members.
- GPhA Buzz, the very popular daily news digest received by more than 5,000 pharmacy professionals in Georgia and beyond.
- GPhA.org, our main website (320,000 annual page views), where members go to find news, education, event information, and more.
- Social media: GPhA has thousands of professional followers on Facebook, Instagram, LinkedIn, and Twitter.
- Email marketing messages, professionally delivered via MailChimp.
- Sponsorships (region meetings, member events)

GPhA members are educated, engaged, dedicated pharmacy professionals – exactly the audience you want to reach.



Georgia Pharmacy Association 2022 Media Kit



Print

Editorial Calendar

February/March 2022

The Future of Pharmacy/ Jobs/ Numbers
Contract and art deadline: December 1, 2021.

April/May 2022

Functional Medicine
Contract and art deadline: February 1, 2022

June/July 2022

Legislative Update
Contract and art deadline: April 1, 2022

August/September 2022

Convention 2022: Awards, keynotes, and fun in the sun at Amelia Island.
Contract and art deadline: June 1, 2022

October/November 2022

Compounding/Hormones
Contract and art deadline: August 1, 2022

December 2022/January 2023

The Year in Review
Contract and art deadline: November 1, 2022

- Topics are subject to change.



The fine print:

*Premium positions require full-year program (6X minimum).

- All ads four color.
- All contracts are non-cancellable.
- Guaranteed position - add 10%.
- Full pages available for advertorials.
- Advance payment required for first time advertisers.

MAGAZINE ADVERTISING RATES

	1X	2X	3X	4X	6X
2/3 Back Cover*	*	*	*	*	\$1899
Inside Front*	*	*	*	*	\$1799
Inside Back*	*	*	*	*	\$1799
Full Page	\$2099	\$1949	\$1799	\$1649	\$1499
Half Page	\$1199	\$1039	\$959	\$879	\$ 799
Quarter Page	\$699	\$649	\$599	\$549	\$ 499
Business Card	\$419	\$389	\$359	\$329	\$299

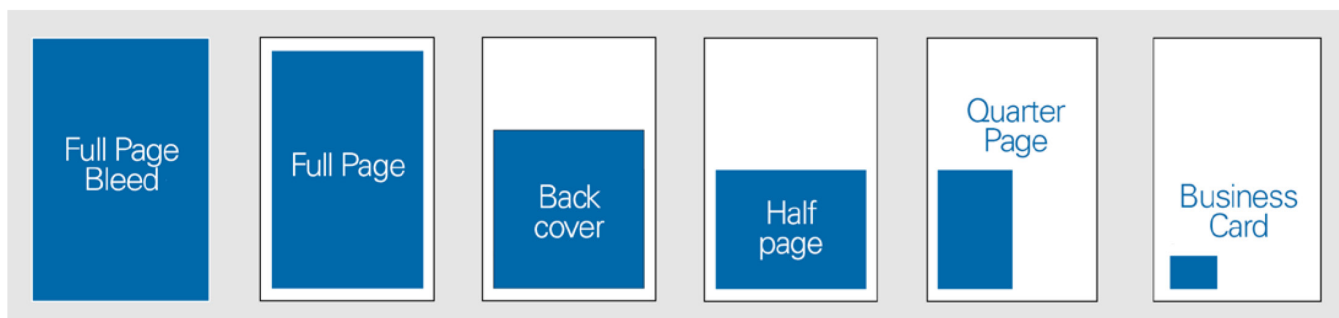
Contact Michelle Turkington, mturkington@gha.org, 404-419-8107



Ad Dimensions

	Depth (height)	Width	Notes
Full page (bleed)	10.5" <i>(plus .125" bleed)</i>	7.0" <i>(plus .125" bleed)</i>	page trim is 7" x 10.5" live area is .25" from trim
Full page (non-bleed)	9.5"	6.0"	
Back cover	7.25"	7.0"	appears below mailing info
Half page	4.5"	6.0"	
Quarter page	4.5"	3.5"	
Business card	2.0"	3.5"	

** Please note that Georgia Pharmacy Magazine is smaller than a typical 8.5"x11" publication.*



Ad Material Requirements

Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to the Georgia Pharmacy Association.

The Georgia Pharmacy Association recommends digital files that meet the following requirements. Design assistance is available at no additional cost. Let us know if you need help with the ad layout and we will gladly work with you to create an ad that will effectively represent your product or service.

1. Please supply all files as PDF/x-4.
2. All fonts and graphics must be embedded, including photos and logos.
3. All files must be CMYK. We cannot guarantee the accuracy of RGB or spot colors.
4. Images must have a resolution of at least 300 dpi at actual size.
5. Trim size must be correct according to the ad specs above.
6. Bleed (.125") must be included in all sides of ad material if color is to edges.
7. The PDF must contain crop marks, positioned outside of the bleed area.
8. Files must be supplied as single pages, one PDF per page.

Ask Us About It

Do you have an idea for an ad this is not listed here? Talk to us. We are flexible!



Digital Options

www.gpha.org

Delivering more than 320,000 page views annually, advertisers can reach pharmacy professionals who visit the GPhA website to access valuable pharmacy legislative updates, information, and education.

Home Page Right Side Panel

Get noticed in this prominent position on the GPhA home page right side panel, 200 x 200px color logo, Subject to three month minimum, approval, and availability.

Home Page Brand Carousel

Get noticed in this prominent position on the GPhA home page brand carousel, 300 x 200px, color logo, Subject to three month minimum, content approval, and availability.

Single on Page Position

Choose the page that has the best content for you. Let's talk and see what we can work out. Subject to three month minimum, approval, and availability.

Home Page



More Options Next Page

DIGITAL ADVERTISING RATES

	1X	3X	6X	9X	12X
Home RSP	N/A	\$749	\$649	\$599	\$499
Home BC	N/A	\$374	\$324	\$299	\$249
Single on Page	N/A	\$374	\$324	\$299	\$249
Social Media Post	\$249	\$229	\$199	\$199	\$199
Email Tag Along	\$499	\$449	\$399	\$399	\$399
Email Custom	\$2,499	\$2,249	\$1,999	\$1,999	\$1,999
Buzz top of email	\$749	\$699	\$599	\$599	\$599
Buzz bottom of email	\$499	\$449	\$399	\$399	\$399

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Digital

More Digital Options

Social Media Message Sponsor

Sponsor a post and you'll get a mention in your choice of GPhA's social media channels, which are all building loyal followers every day. Build your brand with your 150 x 100 px four-color logo ad on a scheduled post with the words, "This post is brought to you by" (your brand logo). Subject to approval and availability. **\$249/post/channel**



E-mail Message Sponsor

Tag Along to a Scheduled Email

We are in frequent communication with our Georgia universe recipients consisting of over 7000 pharmacy related people. We talk about things like legislation, events, and education. Build your brand with your 150 x 100px four-color logo ad at the bottom of a scheduled email with the words, "This message is brought to you by" (your brand logo). Subject to approval and availability. **\$499/message**

Create a Custom Email

Here's your chance to craft your message with an exclusive email to our base. Subject to approval and availability. **\$2,499/message**

The Buzz Message Sponsor

Our daily e-mail digest goes to more than 5000 highly-engaged recipients, with an open rate above 50%. We talk about all things interesting and have a loyal base of daily readers. Build your brand with your 350 x 150px four-color logo ad in the email with the words, "This message is brought to you by" (your brand logo). Subject to approval and availability.

Top of email: **\$749/message**

Bottom of email: **\$499/message**



2512 followers, high engagement
www.linkedin.com/company/gphabuzz



2474 followers, high engagement
www.facebook.com/gphabuzz



351 followers, high engagement
www.instagram.com/gphabuzz



38 followers, building base
www.twitter.com/georgiapharmacy

**7000+
Email
Subscribers**



The fine print:

- Max. file size 300K
- Formats jpg or png
- Sorry, we can run animated GIF files.



Contact Michelle Turkington, mturkington@gha.org, 404-419-8107

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Events

Meetings & Events

Region Meeting Sponsorship

Held twice per year (spring/fall), each of our 12 regions hosts a meeting, including law updates, speakers, and dinner, and are attended by pharmacists. Presenting sponsors are guaranteed 15 minutes during the dinner to talk about their product or service. This a great way for in-person interaction in small group setting (estimated 25-50 attending/region).

Dinner Sponsor: cost varies by location and number of attendees

(call for details 404-419-8173)

Presenting Sponsor: \$1,000

Sponsor: \$500 (logo mention in PPT)



Member and Student Event Sponsorships

Member networking events to include Braves games, Topgolf, Bowling, Wine Tasting, Beer Tasting, Spa Day, Zip-lining, White Water Rafting, the sky is the limit. If you have a favorite venue we haven't mentioned, please suggest it.

Options at each event:

Activity Sponsor \$2000*

Lunch Sponsor \$1500*

Cocktail Sponsor \$1000*

Water Sponsor \$100*

*varies by event and number of attendees



Virtual Meeting Sponsorship

This year, our 2021 Spring Region Meeting will be held virtually. Like the in-person event, the meeting will include law updates and speakers, and will be attended by pharmacists. Presenting sponsors are guaranteed 20 minutes during the meeting to talk about their product or service (estimated 150-200 attending).

Presenting Sponsor: \$1,000

Sponsor: \$500 (logo mention in PPT)



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Events

Foundation Fundraiser

Sponsorship of the Georgia Pharmacy Foundation's annual sporting clays fundraiser includes the chance to network, enjoy friendly competition, and gain brand exposure among the pharmacist attendees.

Top Gun \$10,000

There is only one Top Gun! You will be the presenting sponsor with three team entries and your name and logo prominently featured on all signage and in all promotions and social media. This sponsorship includes a seat on the planning committee.

Number of opportunities: 1

Shoot for the Sky \$7,000

Spending the day on the course makes the shooters hungry and thirsty. They will appreciate your sponsorship of the BBQ dinner and ice-cold beverages. You also get two team entries and your logo across all media platforms and on-site signage.

Number of opportunities: 1

Have a Blast \$2,500

Double your Fun with this sponsorship! You will have two team entries, your name and logo in event marketing, social media, and on-site signage.

Number of opportunities: 5

Aim Steady \$1,500

Sponsor a shooting station and you will receive one team entry, an individual sign at the station, plus your name and logo included in marketing and social media.

Number of opportunities: 12

Friday, September 23, 2022

1:00 pm - 5:30 p.m.

Claim your sponsorship online now at <http://www.gpha.org/ready-aim-phire/> or contact Teresa Tatum to create your own sponsorship package at: ttatum@gpha.org or 404-419-8120.



Ready.
Aim.
Phire!

A Sporting Clays Event Benefitting the Georgia Pharmacy Foundation

Contact Michelle Turkington, mturkington@gpha.org, 404-419-8107