



OXFORD
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pharmacists advancing healthcare®



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Society

**American Society of
Health-System Pharmacists**

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www.ashp.org

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Advertising Representatives

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General Information

Editorial

The *American Journal of Health-System Pharmacy* (AJHP) is the official publication of the American Society of Health-System Pharmacists (ASHP). Established in 1943, it publishes peer-reviewed scientific papers on contemporary drug therapy and pharmacy practice innovations in hospitals and health systems. Articles in AJHP are abstracted and indexed in PubMed and many other scientific databases. AJHP is the most widely recognized and respected clinical pharmacy journal in the world.

Editor-in-Chief:

Daniel J. Cobaugh, Pharm.D., DABAT, FAAC

Deputy Editor in Chief:

Maryam Mohassel, Pharm.D., BCPS

Editorial-Advertising Ratio: 90/10

Frequency: 12 print issues and 24 online issues

Policy on Placement of Advertising:

Advertising precedes and follows editorial.

Requirements for Acceptance of Advertising:

Advertising will be accepted subject to editorial approval.

ASHP Section Membership Analysis*

Membership numbers as of 12/31/24

Ambulatory Care Practitioners	6,547
Community Pharmacy Practitioners	1,351
Clinical Specialists and Scientists	8,026
Digital and Telehealth Practitioners	239
Inpatient Care Practitioners	11,193
Pharmacy Informatics	1,667
Pharmacy Educators	1,128
Pharmacy Practice Leaders	5,638
Specialty Pharmacy Practitioners	2,026
Undesignated** Students	2,471
Other	3,792
TOTAL	44,078

* Section member counts include students and residents who have designated an ASHP section as their primary membership group.

** A subset of ASHP members, including students, do not self-designate a primary section membership group upon joining ASHP.

Circulation

Print Circulation: 34,000

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Print Advertising Rates

Black and White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$5,920	\$4,030	\$2,530
6X	\$5,775	\$3,925	\$2,460
12X	\$5,640	\$3,830	\$2,400
24X	\$5,500	\$3,725	\$2,345
36X	\$5,355	\$3,635	\$2,280
48X	\$5,225	\$3,545	\$2,230
60X	\$5,105	\$3,460	\$2,180
72X	\$4,970	\$3,380	\$2,110
84X	\$4,850	\$3,300	\$2,055
96X	\$4,720	\$3,200	\$2,000
108X	\$4,600	\$3,125	\$1,960
120X	\$4,500	\$3,050	\$1,915

Color and Premium Rates (in addition to earned B/W rate)

Color Charges	
3 or 4-Color Rate	\$ 2,975
Position Charges	
Cover 4	50%
Cover 2	25%
Table of Contents	10%

Insert Rates

Charged at the earned B/W rate times the number of pages.

Rates and Billing Policies

Earned Rates: Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.

Agency Commission: 15% of gross billing on space, color and preferred positions. Invoice terms, net 30 days.

Dual Responsibility: Billing directed to the advertising agency at the net rate is approved on condition that the advertiser accept "dual responsibility" for payment if the agency does not remit within 90 days.

Print Cancellations: Cancellations in advertising by the advertiser or its agency may not be made after the closing date unless otherwise agreed to by both parties in writing.

Advertising Incentive Programs

All pages placed by a company and its subsidiaries in ASHP publications (placed between January-December 2026), including AJHP and Meeting Programs are combined for **earned frequency**. This includes all free insertions earned under the incentive opportunities listed below.

A. Continuity Rewards*:

- Run five (5) same product insertions in any issues throughout the calendar year and receive a sixth (6th) insertion free in any other 2026 issue.
- Run ten (10) same product insertions in any issues throughout the calendar year and receive two (2) free insertions in any other 2026 issue.

B. New Product Discount:

Advertise a new product and receive a 15% discount off the gross cost for the first three insertions.

* Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.

Cover-Tips/Outserts

- Cover tips and Outserts are available for **high impact** and **maximum visibility**.
- Contact your sales representative for rates and available issues.



Issuance & Closing Dates

Issue Date	Space Closing	Materials	Inserts	Special Issues/Bonus Distribution
1/15	11/21	11/25	12/2	Pharmacy Forecast Report
2/15	1/2	1/7	1/14	
3/15	2/2	2/4	2/11	
4/15	3/2	3/5	3/12	
5/15	4/1	4/3	4/10	BONUS DISTRIBUTION Pharmacy Futures Meeting Preliminary Program & National Pharmacy Preceptors Conference Preliminary Program
6/15	5/1	5/6	5/13	
7/15	6/1	6/4	6/11	National Trends in Prescription Drug Expenditures and Projections
8/15	7/1	7/7	7/14	ASHP National Survey of Pharmacy Practice in Hospital Settings and Pharmacy Leaders Conference Preliminary Program
9/15	8/3	8/5	8/12	
10/15	9/1	9/4	9/11	ASHP Midyear Preliminary Program
11/15	10/1	10/6	10/13	BONUS DISTRIBUTION ASHP Midyear Clinical Meeting & Exposition Special Theme Issue: Emergency Medicine
12/15	11/2	11/3	11/10	

*Special Theme Issues are tentative and can possibly change



Bonus Distribution

ASHP Pharmacy Futures

June 13-17, 2026

St. Louis, MO

ASHP Midyear Clinical Meeting

December 6-9, 2026

Orlando, FL

Print Specifications

Mechanical Specifications

Trim Size: 8 1/8" x 10 7/8"

Live Area: 7 5/8" x 10 3/8"

Binding: Perfect

Paper Stock:

a. Cover: 100lb enamel

b. Body: 50lb enamel

Halftone Screen: 150

Disposition of Material: Material will be held for one year from last date of issue used and then destroyed unless other instructions are given to publisher.

Reproduction Requirements (ROB)

Ad Sizes, Bleed

Page Sizes, Bleed	Width	Height
Spread	16-1/2"	11-1/8"
Full page	8-3/8"	11-1/8"

Keep all live matter 1/2" away from trim edges. Bleed requires 1/8" from all sides. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

Ad Sizes, Non Bleed

Page Sizes, Non-Bleed	Width	Height
Full page	7"	10"
1/2 page horizontal	7"	4-3/4"
1/2 page vertical	3-1/4"	10"
1/4 page	3-1/4"	4-3/4"

Electronic Submission of Advertising Materials:

PDF files only.

PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

Please submit all creative to
stagliaferro@pminy.com

Insert Requirements

Delivered Size: 8 1/2" x 11 1/4"

Trim: 1/8" from all 4 sides; jogs to head

All inserts must be furnished printed, folded, untrimmed, and ready to bind. Keep all live matter 1/2" away from trim edges. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

Cover Tips

Maximum Size: 5" high x 8-1/8" wide.

Minimum Size: 4" high x 6" wide (smaller sizes may run on the equipment but samples need to be reviewed before approval. Additional set up fees may apply)

Stock: 50# minimum; 80# maximum

Fixation: Tipped with removable glue

Outserts

Maximum Size: 8" x 10-7/8"

Maximum Weight: 3.3 oz.

Ship to:

AJHP [identify issue]
Dartmouth Printing Co.
Attn: Kelly Nanopoulos
69 Lyme Road
Hanover, NH 03755
Ph: 603-653-7213

Delivery Specifications:

Packing: Carton packing preferred (counter-stacking the pieces as needed) or placed in gaylords (in bundles of 20 or 25 without shrink wrap or rubber bands) for shipment.

Labeling: All shipments should include Journal name (AJHP), description of item, quantity per carton, total number of cartons in shipment, account manager's name, and issue date.

Hours: Shipments accepted Monday through Friday 7:00am-9:00pm.

Send All Contracts and Insertion Orders to:

Attn: Susan Tagliaferro
Pharmaceutical Media, Inc.
Email: Stagliaferro@pminy.com
Phone: 917-596-5201

Digital Media Opportunities

ASHP.org & AJHP.org Banner Ads

- Averaging over 177,000 engaged sessions per month
- Averaging over 163,000 unique visitors per month

Ad Sizes:

728x90, 300x250, 160x600 & 300x50

Impressions per month

Global: 550,000

US: 450,000

Run of Network Cost: \$105 CPM Net

Interstitial Ad Cost: \$225 CPM Net

ASHP Podcast

- Preroll ad on all ASHP podcasts (except advocacy Podcasts)
- Typically the society release 3-5 podcasts per week
- Ad can be 15-20 seconds long (supplied by client)
- Distributed to 42,000
- 23% Open Rate

Cost: Contact your sales representative for rates.

Emails

AJHP-New Issue Alert

- Deploys twice a month
- Distributed to 37,000+ ASHP Members
- One advertiser per email
- 728x90 on top and 300x250 in the middle of eTOC
- 39% Open Rate

Cost: \$4,000 Net Per Month

Drug Shortages Email

Content will include articles and latest news on drug shortages

- Deploys 18x per year to 46,000+ ASHP Members
- 300x250 located in the middle, limited to one advertiser per email
- 27% Open Rate

Cost: Contact your sales representative for rates



ASHP General NewsLink

eNewsletter keeping members informed of the latest news and issues affecting health-system pharmacy

- Distributed weekly to 42,000+ opt-in recipients
- 14% Open Rate
- 300x250 located in the middle, limited to one advertiser per email

Cost: \$3,250 net per email

Send Contracts & Materials to:

Michael Perlowitz

Pharmaceutical Media, Inc.

Email: mperlowitz@pminy.com

Phone: 212-904-0374