

PHARMACY FLASH

REACH 20,000

PHARMACY PROFESSIONALS

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

The screenshot shows the Pharmacy Flash website with several advertising spots:

- A:** New Leaf Rx Pharmacy Software banner at the top.
- B:** "HANG UP THE WHITE COAT. Consider Multiple Ownership." banner below the masthead.
- C:** PrevaGen advertisement on the left sidebar.
- C1:** Ah Ha advertisement on the left sidebar.
- D:** "Your pharmacist may know less than you think" article with an "EXCLUSIVE CONTENT" badge.
- E:** "Help! What Do You Have for My Psoriasis?" article with a "Learn More" button.
- E1:** "Pharmacists resolve oral chemo errors at admission" article.
- F:** "Evolving healthcare landscape provides new opportunities for pharmacists' patient care services" article.
- F1:** "New Leaf Rx by KeyCentrix" product showcase.
- F2:** "Amgen" and "Covidien" featured company ads.
- F3:** "Vedolizumab approved for ulcerative colitis, Crohn's disease" article.
- F4:** "ABITEC Innovative Products for Creative Solutions" advertisement.
- F5:** "Chemists develop new approach to detect counterfeit Viagra and other medicines on the Internet" article.

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 20,000 pharmacy professionals (one 90 day cycle)



Leaderboard
\$3750

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$3500

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3200/\$2800

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3200/\$2800

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3000

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

TOM CRIST
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972.402.7724
tcrist@multiview.com



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Featured Company Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

THE Pharmacy Flash, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS
AND INFORMATION TO PHARMACY
PROFESSIONALS.

Pharmacy Flash tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of pharmacists, pharmacy technicians and students.

Pharmacy Flash
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN Pharmacy Flash:



CREDIBLE SOURCE

Our editors and industry experts review thousands of articles, white papers, surveys and new research each week in order to deliver the most relevant information to busy professionals... information they need to outperform the market in their role.



TARGETED DISTRIBUTION

Advertising in Pharmacy Flash allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Pharmacy Flash have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Pharmacy Flash ensures your ad will be seen weekly by our 20,000 subscribers.



AFFORDABLE

Advertising in Pharmacy Flash is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Pharmacy Flash has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Pharmacy Flash.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.