2027

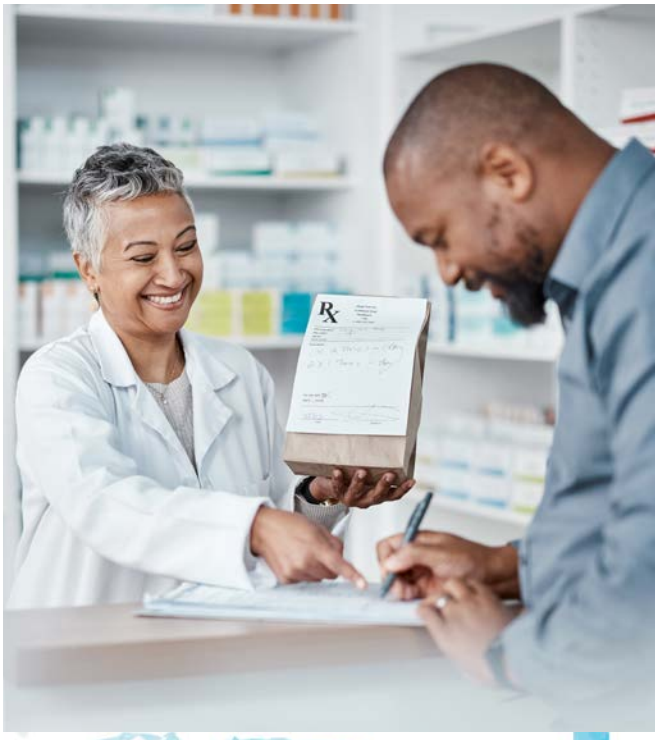
ADVERTISING & MARKETING KIT

The National Community Pharmacists Association is the voice for the community pharmacist, representing over 18,900 pharmacies that employ more than 230,000 individuals nationwide.

www.ncpa.org \ advertising@ncpa.org \ 703.838.2673

NCPA®
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION

OUR MARKETPLACE



*The nation's independent pharmacies, independent pharmacy franchises, and independent chains represent a **$103 billion marketplace**, which represents 37 percent of all retail pharmacies and employs more than 230,000 people.*

What is an independent community pharmacy?

- Pharmacist-owned
- Privately held

Who is an independent?

- Single-store owners
- Multi-store owners
- Pharmacy franchisees
- Privately-owned supermarket pharmacies
- Long-term care and I.V. pharmacies

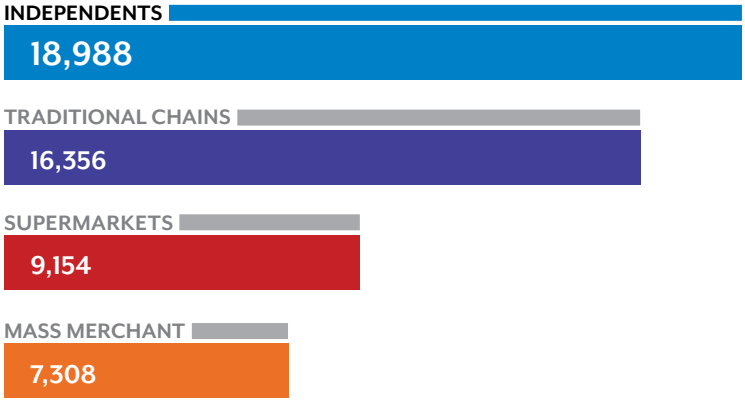
Multi-store ownership

- An average owner owns 2.4 pharmacies

INDEPENDENT PHARMACY

$103 billion
marketplace representing over
37 percent
of all retail pharmacies employing more than
230,000
people

Pharmacy practice settings offered in 2027



Source: *2026* NCPA Digest, *sponsored by Cardinal Health*

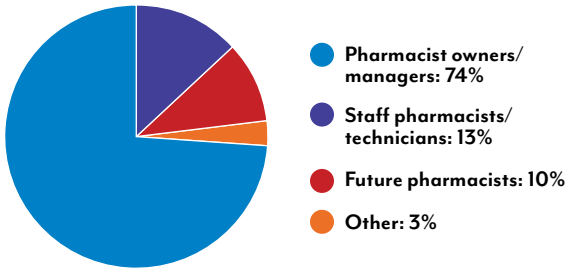
AMERICA'S PHARMACIST® MAGAZINE



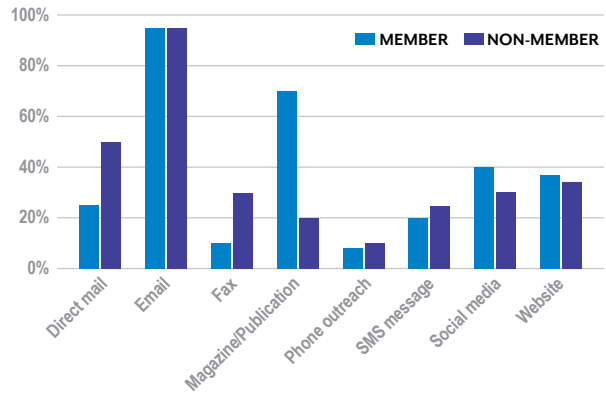
AMERICA'S PHARMACIST®

Circulation 14,459

(Six-month average circulation, January 2026 through June 2026



PREFERRED SOURCES OF COMMUNICATION*:



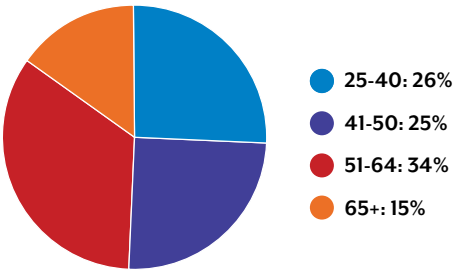
America's Pharmacist® *magazine is the official monthly publication of the National Community Pharmacists Association.*

America's Pharmacist *delivers the readers that matter most to you. Our publication reaches the top decision makers and community leaders in over 18,900 independent community pharmacies around the country.*

OUR READERSHIP

DEMOGRAPHICS*:

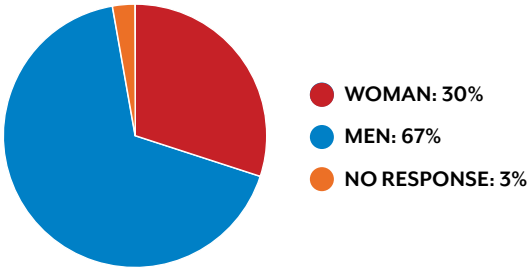
Pharmacy owner age:



Facts

- Nearly 60 percent of pharmacy owners surveyed are between the ages of 41 and 64.
- Younger pharmacy owners aged 25-40 outnumbered both the 41-50 and 65+ age groups.

Pharmacy owner gender:



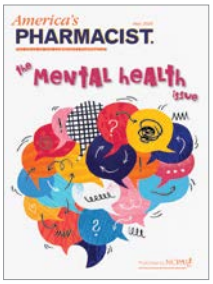
*Based on member/non-member survey by HRG July 2025

AMERICA'S PHARMACIST® MAGAZINE





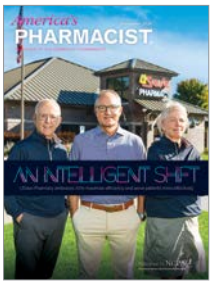












2027 EDITORIAL CALENDAR

JANUARY
Meet NCPA's President — How to Use Technology at your Pharmacy
Ad space reservation: Dec. 1, 2026
Ad materials due: Dec. 5, 2026

FEBRUARY
Enhancing Ownership — Technology, Multi-Store, Fostering Future Owners
Exclusive bonus distribution:
NCPA's Multiple Location Conference
Ad space reservation: Jan. 1, 2027
Ad materials due: Jan. 5, 2027

MARCH
The Access Initiative
Ad space reservation: Feb. 1, 2027
Ad materials due: Feb. 5, 2027

APRIL
Long-Term Care (LTC Audits, LTC@home, Legislation update)
Ad space reservation: March 1, 2027
Ad materials due: March 5, 2027

MAY
Mental Health and Community Health Workers
Continuing Education on Mental Health
Ad space reservation: April 1, 2027
Ad materials due: April 5, 2027

JUNE
A.I. and Technology includes Mini Buyer's Guide
NCPA's Annual Pre-Convention Issue — Snap Shot of San Antonio and more!
Bonus distribution:
McKesson's ideaShare Conference,
Ad space reservation: May 1, 2027
Ad materials due: May 5, 2027

JULY
Pharmacy Readiness for Immunization Services
Community Connected
Bonus distribution:
Cardinal Health's Retail Business Conference, Cencora's ThoughtSpot
Ad space reservation: June 1, 2027
Ad materials due: June 5, 2027

AUGUST
Accounting 101
Ad space reservation: July 1, 2027
Ad materials due: July 5, 2027

SEPTEMBER
Annual NCPA Convention issue
Bonus distribution:
NCPA's 2027 Annual Convention
Ad space reservation: Aug. 1, 2027
Ad materials due: Aug. 5, 2027

OCTOBER
Celebrating Pharmacists and Technicians
Ad space reservation: Sept. 1, 2027
Ad materials due: Sept. 5, 2027

NOVEMBER
Compounding
Ad space reservation: Oct. 1, 2027
Ad materials due: Oct. 5, 2027

DECEMBER
Convention Wrap-Up — What you Missed!
Ad space reservation: Nov. 1, 2027
Ad materials due: Nov. 5, 2027

*The publisher reserves the right to change/modify the contents in the editorial calendar.

AMERICA'S PHARMACIST® MAGAZINE



2027 ADVERTISING RATES

FOUR-COLOR RATES

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
NCPA CORPORATE SUPPORTER RATES								
Full Page	$7,380	$7,135	$6,880	$6,385	$6,025	$5,880	$5,775	$5,680
1/2 Page	$5,280	$5,135	$4,985	$4,700	$4,495	$4,410	$4,350	$4,295
1/4 Page	$3,810	$3,740	$3,665	$3,515	$3,415	$3,375	$3,350	$3,315
NON-SUPPORTER RATES								
Full Page	$7,885	$7,610	$7,340	$6,785	$6,395	$6,225	$6,120	$6,005
1/2 Page	$5,575	$5,415	$5,255	$4,935	$4,705	$4,610	$4,545	$4,480
1/4 Page	$3,945	$3,875	$3,790	$3,635	$3,515	$3,470	$3,535	$3,405

BLACK AND WHITE RATES

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
NCPA CORPORATE SUPPORTER RATES								
Full Page	$5,020	$4,770	$4,520	$4,020	$3,665	$,3515	$3,415	$3,320
1/2 Page	$2,920	$2,770	$2,625	$2,335	$2,130	$2,045	$1,985	$1,930
1/4 Page	$1,450	$,1375	$1,300	$1,155	$1,055	$1,015	$985	$955
NON-SUPPORTER RATES								
Full Page	$5,525	$5,250	$4,975	$4,420	$4,030	$3,865	$3,760	$3,645
1/2 Page	$3,215	$3,055	$2,890	$2,570	$2,340	$2,245	$2,185	$2,120
1/4 Page	$1,585	$1,500	$1,430	$1,270	$1,155	$1,110	$1,075	$1,045

COVER RATES*

Size	1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
NCPA CORPORATE SUPPORTER RATES								
Inside Front Cover	$8,640	$8,325	$8,010	$7,380	$6,945	$6,760	$6,635	$6,510
Inside Back Cover	$8,390	$8,085	$7,790	$7,180	$6,760	$6,585	$6,455	$6,340
Back Cover	$9,900	$9,520	$9,145	$8,390	$7,865	$7,630	$7,485	$7,340
NON-SUPPORTER RATES								
Inside Front Cover	$9,270	$8,925	$8,580	$7,885	$7,400	$7,190	$7,055	$6,920
Inside Back Cover	$8,990	$8,660	$8,325	$7,665	$7,200	$7,005	$6,865	$6,740
Back Cover	$10,645	$9,795	$9,815	$8,990	$8,410	$8,160	$8,000	$7,830

*Cover positions are sold on a first-come, first-served basis. Cover rates include four-color process, and bleed and color charges are not waived for cover positions.

INSERT/OUTSERT RATES-PRICES BASED ON 2 SIDES*

1 Time	3 Times	6 Times	12 Times	24 Times	36 Times	48 Times	60 Times
NCPA CORPORATE SUPPORTER RATES							
$10,050	$9,545	$9,040	$8,030	$7,330	$7,035	$6,835	$6,625
NON-SUPPORTER RATES							
$11,045	$10,500	$9,945	$8,840	$8,065	$7,735	$7,725	$7,300

*Bind-in/tip-in charge of $1500, non-commissionable will be added.

EARNED RATES

Earned rates are based on total number of individual pages in a 12-month period. A spread counts as two pages. A full page or fractional page counts as a single page toward frequency. Each side of an insert counts as one page. **Effective Jan. 1, 2027.**

SPACE RESERVATIONS

Insertion orders must be received by the publisher on or before the first of the month preceding issue date. **Materials are due the fifth of the month preceding issue date**.

PREMIUM POSITION RATES

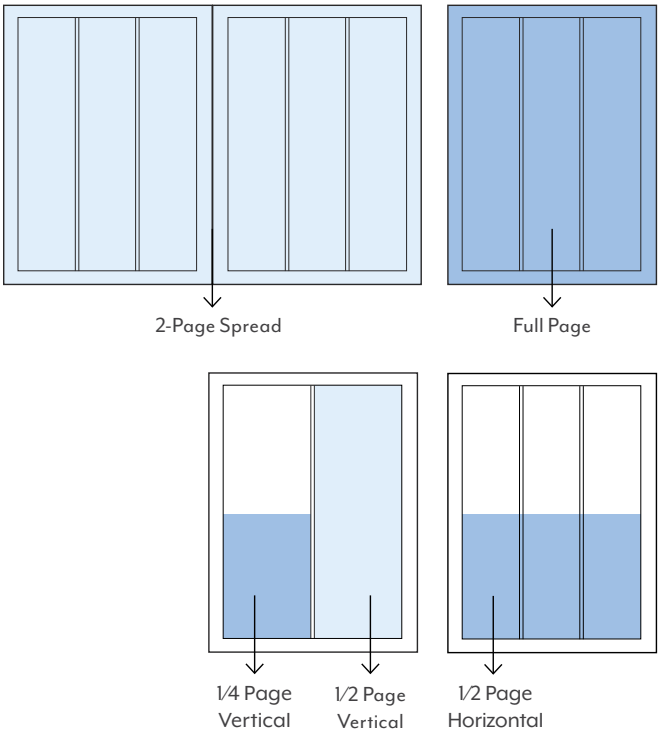
For special or guaranteed positions, other than covers, advertisers will be charged a 15 percent premium added to their earned space rate.

AMERICA'S PHARMACIST® MAGAZINE

Ad Size	Dimensions (Width-By-Height In Inches)	
	Non-Bleed Live Area	Trim*
2-Page Spread	15 1/4 X 9 7/8	16 1/4 X 10 7/8
Full Page	7 1/8 X 9 7/8	8 1/8 X 10 7/8
1/2-Page Vertical	3 3/8 X 9 7/8	N/A**
1/2-Page Horizontal	7 1/8 X 5	N/A**
1/4-Page Vertical	3 3/8 X 5	N/A**

* With this measurement, please allow for the industry-standard 0.125 bleed beyond trim on all sides (crop marks). If you do not have a bleed, set the ad size to the live area, which allows white space extending to the trim (edge of paper).

** All ad sizes less than a full page should be designed to the live area indicated for the size. No bleeds are allowed.



GUIDELINES FOR AD SUBMISSION

MAGAZINE SPECS

Trim size: 8 1/8 x 10 7/8 inches
Ink: CMYK process (please be sure to convert any RGB files to CMYK before final PDF processing).
PMS color: Convert PMS to CMYK before making press-optimized PDF.
Bleed: 1/8 inch beyond trim
Live matter: Keep 3/8 inch inside trim.
Halftone screen: 150 line screen (300 dpi)
Type of binding: All issues are perfect-bound.
Disposal of plates: Printing materials are held at the printer for one year, after which they are destroyed unless instructed otherwise.

DIGITAL REQUIREMENTS

America's Pharmacist will accept a press-optimized PDF. To make and upload a press-optimized PDF, simply follow these four easy steps.

STEP 1. Preflight. Before making your PDF, preflight and collect your files.

Incorrectly supplied ad files may affect your cost and delay production.

STEP 2. Press-optimized PDF. To make a press-optimized PDF, be sure to edit the PDF style as follows:

- **Compression—no sampling change:** 300 dpi for color and grayscale, 800 dpi for monochrome. 8-bit quality for color and grayscale, default for monochrome. Zip compression. Check "Compress Text and Line Art."
- **Marks & bleeds—check:** "Crop Marks" at 0.25 pt line weight, offset at 0.25. Set bleeds at 1/8 inch on all sides.
- **Advanced—subset fonts below:** 0%. Set the transparency flattener to high resolution. Check: "Ignore Spread Overrides."

STEP 3. Email your files. Please email your advertisement/high-resolution PDF to Nina Dadgar at nina.dadgar@ncpa.org.

GUIDELINES FOR AD SUBMISSION *(continued)*

PRE-PRINTED AD INSERTS/OUTSERTS

Recommended trim size: 8 x 10 1/2 inches on 70–100 lb. text weight paper.
Inserts: Bound-in or tipped-in. Bound-in inserts require an additional 3/8-inch minimum flap for binding.
Tip-on inserts: Max size is 6 width by 6 high.
Outserts: Requires polybagging.
Pre-authorization: Send a preliminary 72 dpi PDF of the insert or outsert (and include the trim size and paper's weight) to *America's Pharmacist*® Vice President, Business Development, Nina Dadgar.

PRODUCTION CONTACT

Send ad materials and insert/outsert dummy to:

Nina Dadgar
Vice President, Business Development
National Community Pharmacists Association
100 Daingerfield Road
Alexandria, VA 22314
(703) 838-2673
nina.dadgar@ncpa.org

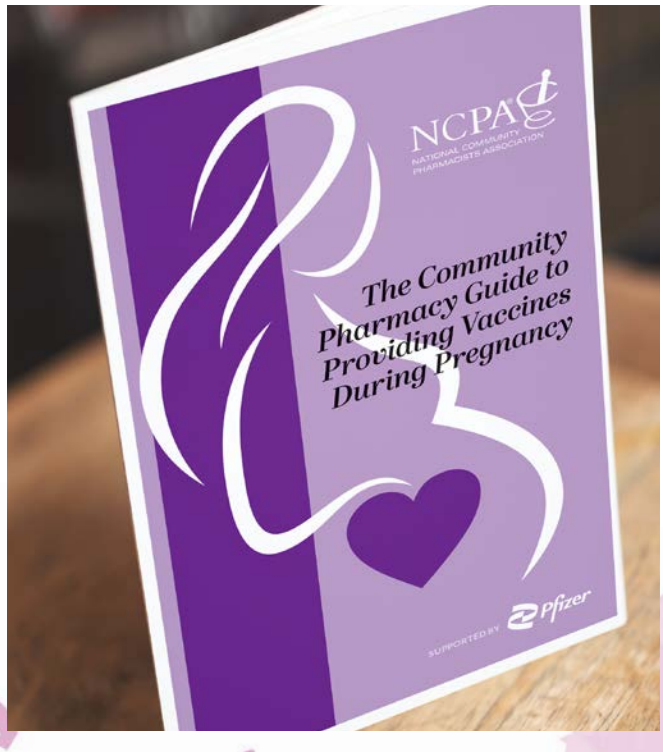
TERMS AND CONDITIONS OF THE NATIONAL COMMUNITY PHARMACISTS ASSOCIATION (NCPA®)

- A contract year is 12 consecutive issues.
- *America's Pharmacist* reserves the right to review and refuse any advertising.
- *America's Pharmacist* does not guarantee any given level of circulation or readership for an advertisement.
- *America's Pharmacist* shall be under no liability for its failure, for any cause, to insert an advertisement.
- *America's Pharmacist* does not assume any liability for the return of printing material in connection with advertising.
- Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed in writing by the NCPA sales and marketing director. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
- The advertiser and advertising agency assume full liability for content, including text and illustrations, of advertising published and assume full responsibility for defense against claims made against *America's Pharmacist* and/or its representatives regarding advertising placed, including attorneys' fees and other costs associated with defending such a claim.
- All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked "advertisement."
- Cancellations are not accepted after the closing date shown on the published rate card.
- Requested positions are not guaranteed unless a special position premium has been paid or said premium waived in writing.
- Any revisions or special handling required for advertising materials will be billed to the advertiser and *America's Pharmacist* shall be under no liability for accuracy of changes requested.
- All rates are based on acceptable electronic materials. See mechanical specifications in current NCPA advertising and marketing kit.
- An agency commission of 15 percent of gross billing will be allowed only to recognized agencies. Production and mechanical charges, including insert fees, are non-commissionable.
- Advertisers or their respective agencies will be invoiced on publication and sent two tear sheets.
- All electronic advertising on NCPA website and NCPA *qAM* will be subjected to *America's Pharmacist* terms and conditions.

Payment is due within 30 days of the invoice date. No early or pre-payment discounts may be applied. Any account over 30 days will be charged a late fee of 1.5 percent per month. Any account over 90 days will be placed with a collection agency. You will be responsible for any additional charges incurred by the agency in order to collect said debt.

- Advertisers who do not keep accounts up-to-date may be prohibited from advertising or required to pre-pay.

Disclaimer
Publisher is not liable for delays in and/or nondelivery in the event of an act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material storage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of the publisher affecting production or delivery in any manner. Any deliberate attempt to simulate a publication's format is not permitted.



OTHER PROMOTIONAL OPPORTUNITIES

WHITE PAPERS

Need to educate pharmacists about a new product, service, or procedure? Simply write a piece and submit it to NCPA for approval. We will design and send it to you review, and then print and mail it with an issue of the magazine.

Call or email for details.

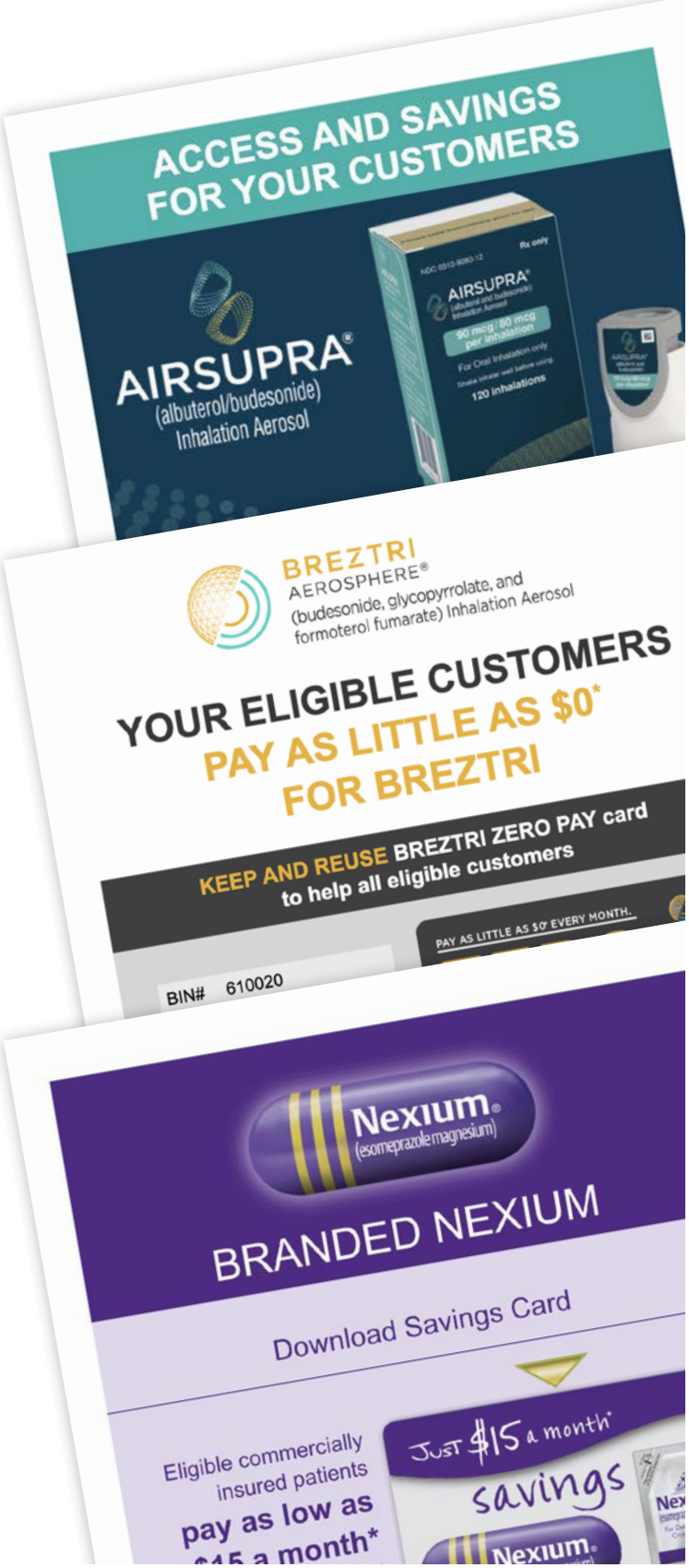
AP PRODUCT FOCUS

This department in the magazine focuses specifically on one company. It will have your company's contact information and product pictures (if applicable). Work with the *America's Pharmacist*® editorial team for a write-up about your company, which can also include customer testimonials.

Cost: $9,995

> *PRS has been advertising in* America's Pharmacist *for many years. We meticulously track our leads, so we know through the data that we collect what works and what doesn't. We know that advertising with NCPA works! We can actually see a spike in our web traffic when the magazine comes out each month and when we do an email campaign through NCPA, so we know that we are effectively reaching our potential customers. We consistently get leads from our marketing through NCPA resulting in a great return on our investment, so we will continue to include NCPA as a mainstay of our marketing efforts. If you are looking to reach independent pharmacy owners, you should be including NCPA marketing channels as part of your overall marketing plan.*
>
> *Harry Lattanzio, RPh. • President • PRS Pharmacy Services*

ELECTRONIC MARKETING



NCPA'S DIGITAL ADVERTISING

Take advantage of these timely and effective advertising vehicles to reach independent community pharmacy owners. We offer a variety of electronic marketing opportunities, including web and email. Plus, you can combine electronic and print advertising to give your products or services maximum exposure at a great value!

SPONSORED HTML E-BLAST (eALERTS)

A sponsored eAlert is the best way to promote your product, webinar, availability of new drug, white paper or other call to action campaign to drive NCPA members and non-members directly to your own landing page. Provide us with the creative (HTML email) and we will send out a dedicated, sponsored email to our daily subscribers that have opted into marketing messages to promote your product or service. NCPA will provide basic open and click rates upon request.

SUBSCRIBERS: 10,000+ NCPA members and non-members

AVERAGE OPEN RATE: 24.1 percent

e-Alerts	Corporate supporter	Non-supporter
One	$6,000	$8,000
2 eAlerts	$11,000	$14,000
3 eAlerts	$16,200	$21,375
4 eAlerts	$21,000	$29,000

ELECTRONIC MARKETING



qAM NEWSLETTER

48% open rate

Monday through Thursday

ELECTRONIC NEWSLETTER ADVERTISING

NCPA *qAM* NEWSLETTER

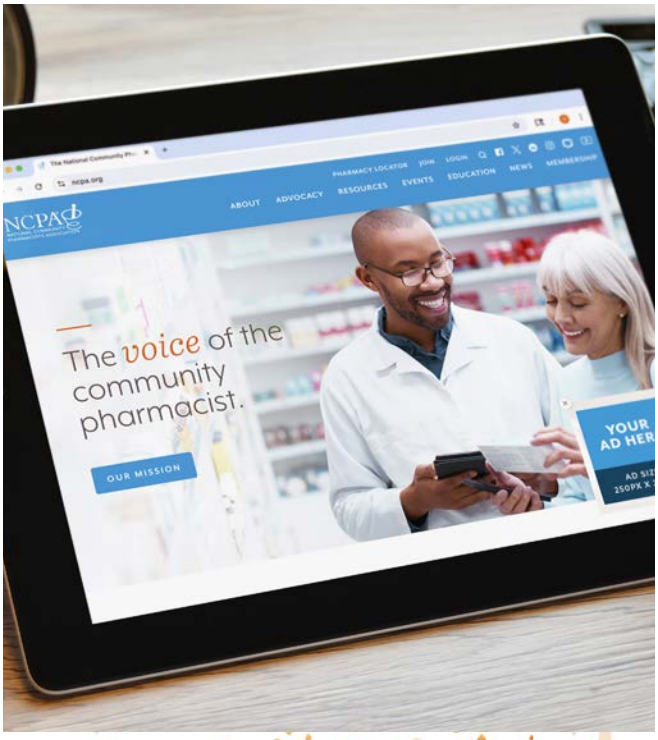
CONTENT: Important weekly news from NCPA affecting independent community pharmacies.
SUBSCRIBERS: 15,000+ NCPA members and non-members
DROP DAY: Monday through Thursday
AVERAGE OPEN RATE: 48 percent

NCPA'S *PROFIT MAKERS*

CONTENT: Important quick tips and news to be used in the front end of community pharmacies.
SUBSCRIBERS: 2,000+ pharmacy owners/managers, marketing managers, front-end managers
DROP DAY: First Saturday of the month
OPEN RATE: 52 percent

Location	Cost	Dimensions	Creative type	Max. file size
qAM image Ad	$500 per issue supporter, $850 per issue, non-supporter	295 w x 85 h	jpeg/gif	10k
Profit Makers banner ad	$850 per issue, supporter, $1350 per issue, non-supporter	500 w x 60 h	jpeg/gif	10k

ELECTRONIC MARKETING



WWW.NCPA.ORG

86,666
average monthly page views

30,539
average monthly active users

2:38 minutes
average time on site

WEB ADVERTISING

NCPA WEBSITE, WWW.NCPA.ORG

AVERAGE MONTHLY PAGE VIEWS: 86,666
AVERAGE MONTHLY ACTIVE USERS: 30,539
AVERAGE TIME ON SITE: 2:38 minutes

Each space is Run of Site (ROS) for entirety of the month.

Location	Cost/month	Dimensions	Creative type	Max. file size
Sticky ad	$2,500 supporter, $5,000 non-supporter	250 w x 250 h	jpeg/gif	250k
Leaderboard	$3,500 supporter, $5,000 non-supporter	728 w x 90 h	jpeg/gif	250k

NCPA'S SOCIAL MEDIA RETARGETING PROGRAM

NCPA is using a new retargeting software, which will display your ad on social media platforms.

AD SIZES:

SQUARE: 1080 × 1080 pixel (1:1)
PORTRAIT: 1080 × 1350 PIXEL (4:5)
FULL-SCREEN VERTICAL: 1080 × 1920 pixel (9:16)

We need all three ad sizes for the duration of the retargeting campaign. Additionally, we need the following items:

- **Landing page URL**
- **File format:** JPG or PNG, 30MB max.
- **Headline:** Approx. 44 characters
- **Description:** Approx. 125 characters
- **Call to action:** "Learn More," "Click Here," or similar — let us know your preference

Package	Duration	Cost, corporate supporter	Cost, non-supporter	Est. # of impressions
Small	1 month	$3,000	$6,000	60,000
Medium	2 months	$5,000	$10,000	150,000
Large	3 months	$7,000	$14,000	300,000

INDEPENDENT RX FORUM PODCAST SPONSORSHIP





NCPA's **Independent Rx Forum** podcast provides an excellent opportunity to share your company's message with independent pharmacy owners, industry leaders, and other pharmacy stakeholders. (podcast recordings can be remote or at NCPA headquarters).

AUDIENCE AND PROMOTION

Each podcast episode:

- Averages 250-300 views
- Is promoted in NCPA newsletters including qAM, reaching more than 15,000 subscribers with an average open rate of 48 percent
- Is promoted across NCPA's six social media channels, reaching a combined audience of more than 85,000

SPONSORSHIP OPTIONS

NCPA-Developed Episode
NCPA selects the topic, guests, and host. The sponsor receives company recognition at the beginning and end of the episode.

Corporate supporter: $3000 per episode, Non-supporter: $5500 per episode

Sponsor-Developed Episode
The sponsoring company selects the topic and speakers. The company's guests participate in a recorded conversation with an NCPA host. The sponsor receives company recognition at the beginning and end of the episode.

Corporate supporter: $5,000 per episode, Non-supporter: $9500 per episode

OTHER PROMOTIONAL ITEMS



LIVE WEBINARS

Unique promotional opportunitues

PHARMACIST E-SURVEY

Give us your 10 questions (not including demographic questions), and NCPA will format and send them out via email to members and non-members. We will tabulate the results and deliver them to you.

Cost: $7,500 corporate supporter, $12,500 non-supporter

VIRTUAL FOCUS GROUP

Get direct access to independent pharmacy owners by hosting a virtual focus group. NCPA will coordinate your focus group, provide access to key independent pharmacy decision makers and tailor this research to the specific needs of your organization. We will help your organization collect valuable information to service your marketing needs and maximize the value of your products, services and brand in the marketplace.

Cost: $10,000 (corporate supporter only)

LIVE WEBINARS

NCPA's **Business Booster** webinar series brings your messaging in front of independent pharmacy owners/managers via live webinar. We go a step further by also recording these presentations and hosting them on the NCPA website for any owner who couldn't attend the live webinar. Webinars are one hour long and take place on Tuesdays at 2 p.m. ET. NCPA will take care of all the promotions and logistics, and give you the leads so you can follow up with them.

Cost: $5,000

NCPA CORPORATE SUPPORTER

The NCPA Corporate Supporter program benefits you, your company, and the industry by providing a variety of ways for you to be better informed, actively participate in the association process, and sell more. Plus, NCPA promotes our corporate supporters throughout the year to independent pharmacy owners/managers and lets them know that you are supporting them so they should be supporting you.

Learn more at: **ncpa.org/corporate-support**

EVENT MARKETING



ANNUAL CONVENTION
& TRADE EXPO

Largest independent pharmacy convention

There are plenty of opportunities for your company to be in front of independent community pharmacists, through our various live and/or virtual events throughout the year.

NCPA'S ANNUAL CONVENTION & TRADE EXPO

NCPA's 2027 Annual Convention will be at the San Antonio Convention Center in San Antonio, Texas, from Sept. 25-28, 2027.
Opportunities include exhibiting and sponsoring.

Call or email for more details

NCPA'S MULTIPLE LOCATIONS CONFERENCE

Every February NCPA holds a small intimate meeting for multiple store pharmacy owners. NCPA's 2027 Multiple Location Conference will be at the Wyndham Grand Hotel in Clearwater Beach, Fla., from Feb. 17-20, 2027.
A limited number of tabletop exhibits are available.

Call or email for more details

NCPA'S PHARMACY OWNERSHIP WORKSHOP

NCPA holds three live meetings a year for pharmacists who are interested in owning their own stores. This is a great time to get in front of these future owners. **These are tabletop exhibits and we can have maximum 15 companies per event.**

Learn more at: **ncpa.org/pharmacy-ownership-workshop**

Cost is $1,200 per event.

CONTACT:
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