



2024 Media Kit and Rate Card

BOOK TODAY at michael.mui@bcpharmacy.ca or (604) 782-3531



British Columbia
Pharmacy Association



The collective voice of pharmacy in B.C., the BC Pharmacy Association (BCPhA) takes an active role in both the support and advocacy of its pharmacist and pharmacy members, as well as raising the profile of the pharmacy profession in the province. Representing more than 4,400 pharmacy professionals across B.C., the BCPhA is a central hub for the pharmacy community.



ADVERTISING OPPORTUNITIES

The Tablet is the BCPhA's premier quarterly print publication containing in-depth news, features and discussions on practice issues and recommendations.

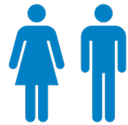
The Practice Update is a weekly newsletter distributed to 5,000 pharmacy professionals with the most up-to-date and timely information for clinicians.

The Public Bulletin is a fax blast distributed directly to pharmacies, intended as a paid distribution tool for urgent pharmacy practice alerts.



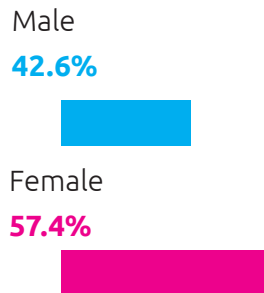
Demographics

Who are B.C.'s pharmacists?



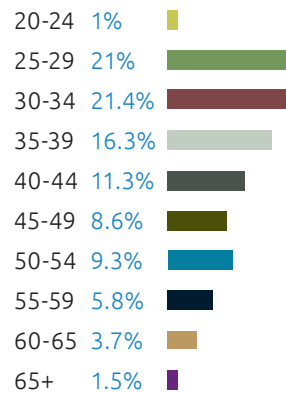
59%
Corporate/Franchise

31%
Independent Pharmacy




The average full-time pharmacist earns **\$92,000** per year, while the average pharmacy manager earns **\$100,000**.

Age





4x Four issues per year

 Mailed to **4,000+** pharmacists and pharmacy professionals in B.C.

 Distributed electronically to **5,000+** individuals

Distributed to more than 4,000 pharmacists and pharmacy professionals across B.C., The Tablet is an essential communication tool for pharmacists. With an ever-expanding BCPHA membership ranging from pharmacy students and community pharmacists to pharmacy owners and national pharmacy chains, The Tablet is your most targeted means of reaching the pharmacy community in B.C.

INSIDE EACH ISSUE

Member Updates

Personal and professional updates for the BCPHA's members. Each issue also profiles a BCPHA member.

News Dose

Reporting on the latest news affecting the community pharmacy in B.C.

Cover

In-depth features diving deep into major topics of pharmacy.

Features

Something for everyone. These features focus on the day-to-day work of pharmacy, highly technical clinical updates and business tips for pharmacy owners.

End Note

Coverage of social events, factoids and other interesting nuggets.

NO. OF INSERTIONS	1x	2x	4x
Inside Front Cover	3,525	3,170	2,820
Inside Back Cover	2,920	2,625	2,335
Outside Back Cover	3,965	3,565	3,170
Full Page	2,675	2,400	2,140
1/2 Page	2,250	2,025	1,800
1/3 Page	1,735	1,560	1,385
Advertising Insert*	7,500	6,750	6,000
Sponsored Content**	2,000	1,800	1,600

RATES ARE PER ISSUE

*PRICE INCLUDES FRONT AND BACK PAGES

**ONLY ELIGIBLE FOR CORPORATE LIAISONS; PER PAGE COST

ISSUE	AD CLOSING	MATERIAL CLOSING	MAILING (APPROX.)
Spring	April 1	April 15	April 30
Summer	July 1	July 15	July 30
Fall	October 1	October 15	October 30
Winter	January 1	January 15	January 30

DISCOUNTS

Up to **10% off** when booking two insertions, up to **20% off** when booking four insertions

Corporate liaisons and corporate members receive **up to an additional 50% off** listed rates***

FULL COLOUR

All ads are in Four Colour (CMYK).

RATES

All rates are NET and in Canadian dollars.

TAXES

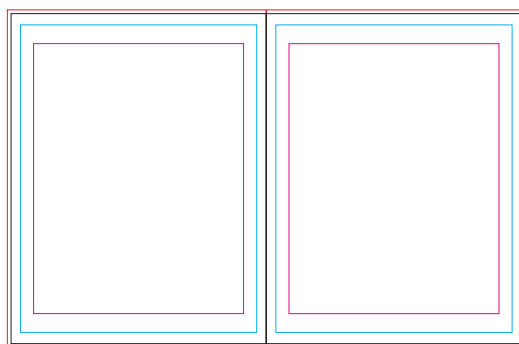
Subject to GST in Canada.

***INQUIRE FOR MORE INFORMATION

SIZE*	WIDTH "	HEIGHT "
Full Page	7.875	10.25
Full Page Bleed	8.625	11
½ Page	7.625	4.75
⅓ Page - Vertical	2.4375	9.625
⅓ Page - Square	4.875	4.75
Magazine Trim Size	8.375	10.75

*More ad size options available on request

PAGE SPECS



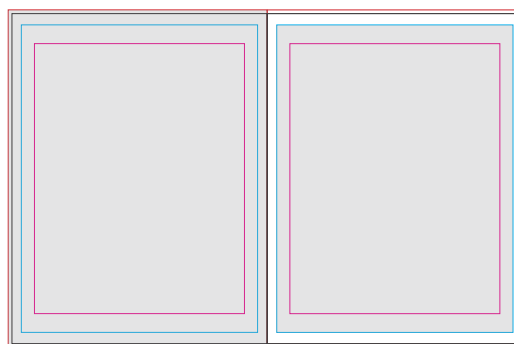
Single Page

- Bleed size: 8.625" x 11"
- Page size: 8.375" x 10.75"
- Safety: 7.875" x 10.25"
- Margin: 7" x 9"

Spread

- Bleed size: 17" x 11"
- Page size: 16.75" x 10.75"
- Safety: 15.75" x 9.75"
- Margin: 15.25" x 9"

FULL PAGE



Full Bleed 8.625" x 11"

Safety 7.875" x 10.25"

TECHNICAL INFORMATION

Ad Approval All artwork is subject to approval -*The Tablet* reserves the right to postpone or refuse, without penalty, publication of any ad.

Artwork Specifications Ad artwork must be provided as a final press-ready PDF, CMYK, fonts converted to outline.

Cancellation A written notice of cancellation must be received six weeks prior to space closing date.

Practice Update

Weekly e-Newsletter



ADVERTISE WITH THE PRACTICE UPDATE

The Practice Update is a once-a-week newsletter emailed to more than 4,700 pharmacists and pharmacy technicians across British Columbia.

Containing the latest news, trends and changes, this newsletter is considered the premiere news source by numerous pharmacy professionals in B.C.

Space is limited! The Practice Update digital advertising opportunity only has space for one ad each week and bookings fill up fast. Contact michael.mui@bcpharmacy.ca to inquire about bookings as far as one year in advance of publication.

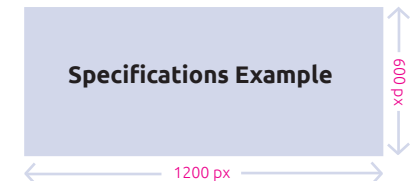
AD SPECIFICATIONS

Bookings permitted up to one year in advance. Maximum of two bookings per organization, per month

Must supply .jpg, .png or .pdf advertisement no later than 48 hours prior to booked distribution time, which is Wednesday, 3 p.m. Pacific Time

Advertisement must meet size specifications of 1200 pixels by 600 pixels

Bookings are approved on a case-by-case basis and may be rejected by the BCPHA at its discretion



DETAILS

- Only one advertiser in each edition!
- Published every Wednesday
- Reaches 5,000+ pharmacists and pharmacy technicians
- Discounted prices for Corporate Members/Liaisons
- Discounted rates for non-profit organizations

RATES

Banner placement:

Regular Rate	Non-profit	Corporate
\$1,500	\$750	\$750

Pharmacy professionals still rely on fax for the most urgent messages.

While considered by many to be an infrequently used form of communication, for the busy pharmacist who cannot always be checking email, fax messaging is essential.

The BC Pharmacy Association's Public Bulletin messaging system is distributed to pharmacy managers in community pharmacies across the province, but the types of messaging permitted to be sent via this method is highly limited.

To inquire about whether your message qualifies to be distributed through the Public Bulletin fax blast, contact angie.gaddy@bcpharmacy.ca or (604) 542-3251.

RATE

\$435 per page, plus applicable taxes

ADVERTISING A PHARMACY CAREER OPPORTUNITY?

Contact Linda Tinnion, Coordinator, Member Services, at (604) 269-2864 or email linda.tinnion@bcpharmacy.ca

FOR URGENT MESSAGING

The Public Bulletin is an urgent fax-based distribution system for urgent pharmacy practice alerts.

It is not intended as an advertising mechanism for products.

Appropriate materials to be submitted to the Public Bulletin include, but are not limited to:

- Urgent pharmacy software updates
- Drug coverage changes
- Changes on insurance coverage and billing
- Policy impacts to suppliers
- Mandatory training programs

