

# Introducing DSN a.m.

The New Way to Wake Up Retail Chain Pharmacy Decision-Makers and Influencers!

Building on the success of Drug Store News' Daily e-newsletter, **DSN a.m.** delivers fresh news daily and puts your products and programs top-of-mind every morning, getting the attention of the decision-makers and influencers you need to reach.

From retail and supplier news to new products and health and wellness topics, **DSN a.m.** takes a fresh look at what retail chain pharmacy decision-makers and healthcare providers need to know to get their job done today and every day. It provides the important insights that will impact their decisions and empowers them with the latest news and trends in retail-provided patient healthcare.

Your message, Monday-Friday, in **DSN a.m.** will wake up chain pharmacy decision-makers and influencers and alert them to a new day in exciting products and services that will make a difference in their stores and to their bottom line.

**22,000 Opt-In Subscribers - 23% Open Rate - 101,000 Impressions Per Month**

## NET PRICING

Monthly Frequency	1-3x	3-6x	6-9x	9-12x
Leaderboard	\$4,500	\$4,000	\$3,500	\$3,000
Section Sponsorships				
Tier 1 - Logo & 728 x 90 ad				
Retail News	\$4,000	\$3,500	\$3,000	\$2,500
Health & Wellness	\$4,000	\$3,500	\$3,000	\$2,500
Tier 2 - Logo & 468 x 60 ad				
New Products	\$3,000	\$2,500	\$2,000	\$1,500
Supplier News	\$3,000	\$2,500	\$2,000	\$1,500



Here's a powerful and measurable opportunity to target your advertising to the companies that impact your business the most, and to deliver your message directly to industry decision-makers before anyone else. Through an integrated media campaign that enhances your brand, you can increase your reach and frequency and connect customers to your marketing message. **EVERY DAY.**

## CONTACT YOUR LOCAL SALES REP FOR MORE INFORMATION

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