

Connect with the buyer — and beyond — in **DRUG STORE NEWS**

The Industry's Most Influential Publication. The Industry's Most influential Event. A Combination You Can't Afford to Miss.

Over 2,000 business leaders including chairmen, CEOs, presidents and senior vice presidents from drug, food, mass and speciality retailing companies and their supplier counterparts will gather at the NACDS Annual Meeting in Palm Beach, FL April 24-27 to tackle pressing industry issues and explore future opportunities for success. Advertise with *Drug Store News* and take advantage of our exclusive multimedia portfolio of event-specific products and services designed to let you reach the industry's power players at the right time of year.

Drug Store News Annual **"State of the Industry" Issue** **SPECIAL REPORT: Top Players in Retail Pharmacy**

Packed with vital data on who's hot, who's hotter, and what it all means, the "State of the Industry" issue of *Drug Store News* spotlights the people who are driving retail success and decide which of your products make it to the shelf.

Issue Date: April 19

Ad Close: March 23

Materials Due: March 25

Drug Store News Show Daily **In print and online - the premiere Show Dailies!**

Three on-site issues, an online daily report, plus the digital post-show wrap-up deliver show news, photos and more for extra impact on-site. Your one ad runs in every issue! For added exposure, advertise in the "Online Digital Photo Gallery" of supplier and retail executives where features remain online for weeks after the show.

Issue Dates: April 25, 26, 27

Ad Close: March 23

Materials Due: March 25

The Drug Store News VIP Party **Exclusive visibility. Exceptional access. By invitation only.**

The ultimate networking advantage for advertisers! Capitalize on this opportunity to strengthen your relationships with industry leaders and decision-makers in a relaxed and casual setting. Advertisers in the "State of the Industry" issue or Show Dailies receive a limited number of tickets to this exclusive industry hospitality event.



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