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DRUG STORE NEWS®

FRONT-STORE MARKET CLASSIFIED

MAGAZINES

Drug Store News
NACDS Show Dailies
Pharmacy Practice
Pharmacy Tech News
Retail Clinician
Specialty Pharmacy

WEBSITES

drugstorenews.com

E-NEWSLETTERS

Beauty
Branded RX
Diabetes
Digestive Health
Generic RX
Personal Care
Pharmacy Automation and Technology
Retail FIX
Retail News
Women's Health

EVENTS

Diabetes Roundtable
Industry Issues Summit
NACDS Annual Party
NACDS Marketplace Party

CUSTOM MEDIA

**If you don't have it,
we'll create it!**

TOTAL COVERAGE • TOTAL AUDIENCE • TOTAL INFLUENCE

WWW.DRUGSTORENEWS.COM

Issue Date/ Ad Close	Materials Due	Special Reports	RxFIX: Issues in Focus	Personal & Beauty Care	General Merchandise	Consumables	Industry Shows/ DRUG STORE NEWS EVENTS
11-Jan/ 15-Dec	Dec 16	The Regional Report: Top Regional Rx Operators	The Year Ahead: Nine Stories to Watch for '10 New For 2010	Cosmetics	School/Home Office	Candy	ECRM Branded Rx, 1/11-1/15 ECRM Diet & Sports Nutrition, 1/19 to 1/22 NACDS Regional Meeting, 2/7-2/9
15-Feb/ 20-Jan	Jan 22	Visionary Merchants	The Health of America: Top 10 Disease States for Retail Rx.	Hair Care	Photo	Beverages	ECRM Generics, 2/8-2/11 GPHA Annual Meeting, 2/23-2/25
1-Mar/ 2-Feb	Feb 4	The Walgreens Report Dollar Store Value	The Self-Care Revolution: Inside the Growing Importance of OTC Medicine in America	Men's Grooming	Batteries	Morning Foods	ECRM Cough/Cold & Allergy, 3/1-3/5 ECRM Home Health Care, 3/8-3/11 CHPA, 3/12-3/14
15-Mar/ 16-Feb	Feb 18	The Independent Report: Top Independent Pharmacy Operators	Beyond Dispensing: Mail order, PBMs and Specialty Rx Patient Assistance Programs	Oral Care	Electronics	Snacks	NACDS Supply Chain & Logistics, 2/28-3/2 HDMA Distribution Management, 3/15-3/18 APhA, 4/3-4/6
1-April/ 5-Mar	Mar 8	DRUG STORE NEWS ANNUAL YEARBOOK EDITION					
19-Apr/ 23-Mar	Mar 25	ANNUAL REPORT PART 1: Top Players in Retail Pharmacy	Strategic Category Reviews	Strategic Category Reviews	Strategic Category Reviews	Strategic Category Reviews	NACDS Annual Meeting, 4/24-4/27 DRUG STORE NEWS ANNUAL MEETING PARTY -by invitation only
ON-SITE: NACDS ANNUAL DAILIES							
17-May/ 20-Apr	Apr 22	ANNUAL REPORT PART 2: Niche Brand Report 2009/Master Brokers Report	Niche Brands Making a Difference	Niche	Video/DVD	Healthy Choices	GMDC GM Marketing Conference, 5/29-6/2
7-Jun/ 12-May	May 14	ANNUAL REPORT PART 3: NACDS Marketplace Issue	THE MARKETPLACE PRIMER—What Every Retail Pharmacy Buyer Needs to Know About Every Category in the Store for 2009.	Marketplace Top Trends	Marketplace Top Trends General Merchandise	Marketplace Top Trends Consumables	NACDS Marketplace, 6/5-6/8 ECRM Cosmetics & Fragrances, 7/13-7/16; ANNUAL DRUG STORE NEWS MARKETPLACE PARTY -by invitation only
ON-SITE: NACDS MARKETPLACE DAILIES							
19-Jul/ 22-Jun	Jun 24	Top Wholesaler Report	Inside Retail Pharmacy PBMs Indian Generic Profiles	Ethnic	Photo	Beverages	ECRM Sun Care ECRM Diet, Vitamin & Sports Nutrition ECRM Skin/Hair Care
23-Aug/ 27-Jul	Jul 29	Rx ANNUAL REPORT: NACDS Pharmacy Issue-Inside Community Pharmacy... ALL OF IT	Detailed Marketing Report Including Trends in F-D-M, Branded Rx, Generics, Top Disease States, Automation & Tech, Specialty Rx, PBMs, Clinics, and More	Oral Care	Hot Product Licenses	Pantry/Grocery	NACDS Pharmacy & Technology Conference ECRM Health Care ECRM Personal Care, Oral and Toiletries, 8/28-31 3rd ANNUAL RETAIL CLINICIAN EDUCATION CONGRESS
ON-SITE: NACDS PHARMACY DAILIES							
13-Sep/ 17-Aug	Aug 19	The Rite Aid Report	The OTC Index: Pharmacists, Pharmacy Techs, Retail Clinicians & Brand Recommendations	Sun Care	School/Home Office	Snacks	GMDC HBW Marketing Conference
27-Sep/ 31-Aug	Sep 2	The Influencer Report: What Pharmacists, Pharm Techs and NPs Think of Patient Care (Annual Readers Survey Results)	Worksite Pharmacy/Clinics	Nail Care	Gift Merchandise	Candy	ECRM Diabetes, 9/29-10/11
11-Oct/ 14-Sep	Sep 16	CVS Caremark Profile	The Home Care Revolution (DME, Home Infusions, etc.)	Ethnic	Service Kiosks	Beverages	
25-Oct/ 28-Sep	Sep 30	The Supermarket Rx Report	Obesity in America: New Opportunities for Rx	Cosmetics	Photo/Batteries	Pantry/Grocery	ECRM Rx Services/Technology & Automation, 11/1-11/4
15-Nov/ 19-Oct	Oct 21	The Cognitive Care Report: New Models in Pharmacy Patient Care	Retail Innovations: New Formats to Watch	Men's Grooming	Toys, Games & Crafts	Snacks	
13-Dec/ 16-Nov	Nov 18	The Wal-Mart Report	The Year in Review: The People, Products & Stories that Made 2010	Oral Care	Greeting Cards	Beverages	12TH ANNUAL DRUG STORE NEWS INDUSTRY ISSUES SUMMIT/DIABETES ROUNDTABLE

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best-qualified readership for your message — engaged and connected with our content, and measurable against your marketing and sales goals. Whether you market health care products, front-store merchandise, services or talent, *Drug Store News* classifieds will help you sell more.

2010 Classified Rates (Per column inch NET)

Frequency	Rates
1x	\$127
2x	\$102
4x	\$ 90
6x	\$ 84
12x	\$ 79
16x	\$ 68

Mechanical Requirements

Full Page:	5 cols x 12" (9-13/16" x 12")
1/2 Page:	4 cols x 8" (7-13/16" x 8")
1/3 Page:	3 cols x 7" (5-13/16" x 7") 2 cols x 10-1/2" (3-13/16" x 10-1/2")
1/4 Page:	4 cols x 4" (7-13/16" x 4") 2 cols x 8" (3-13/16" x 8")
1/6 Page:	2 cols x 6" (3-13/16" x 6")
1/8 Page:	2 cols x 4" (3-13/16" x 4")
1/12 Page:	2 cols x 3" (3-13/16" x 3")

AD REQUIREMENTS: Materials can be submitted as: Film, Zip Disk, CD or Camera Ready Art. DIGITAL FORMAT: MAC Software: Quark Xpress and or Adobe Photoshop/Illustrator.

RATES: 15% commission to recognized advertising agencies, if paid within 30 days, on gross billing for display advertising, color and premium.

SHORT RATE/ FREQUENCY CREDIT: Modifications or cancellation of any advertisements may result in price adjustments and the payment of a short rate. All charges must be submitted and received by Drug Store News prior to the corresponding issue closing date. Advertisers will be billed at the prevailing rate at time of insertion in the absence of a signed contract.

STANDARD COLOR: \$150 (2 color) • \$300 (4 color)

BLIND BOX SERVICE: \$50 for 1st insertion, \$20 for each additional insertion. Replies are mailed daily.



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PharmacyJobCenter.com and RetailCareersNow.com are the most robust and cost-effective online recruitment resources for targeting professionals with a passion for retail pharmacy. Through their connection with *Drug Store News*, these sites create the perfect opportunity to position your brand, and your employment opportunities, in front of qualified retail and pharmacy candidates.

Site features include:

- Easy & fast job postings
- Job wraps - automated job feeds directly from your website
- A resume database
- Spotlight & featured job postings
- Insightful career-related editorial content
- Online candidate screening tools
- Customizable job searches by keyword, title, location or category
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