

**2010 Advertising Rates and Specifications**

The *Journal of Pharmacy Practice and Research*, the premier peer-reviewed pharmacy publication in Australia, has been the official journal of the Society of Hospital Pharmacists of Australia (SHPA) since 1966. The Journal aims to assist in the development of innovative pharmacy practice and research, and to provide a forum for the exchange of knowledge and ideas for pharmacists and technicians from all practice settings.

**Publication Schedule**

In 2010, the Journal will be published in March, June, September and December.

**Circulation**

The current circulation is approximately 2300. The *Journal of Pharmacy Practice and Research* continues its high standards as a peer-reviewed journal reaching members of SHPA, Australian pharmacy schools, kindred pharmacy organisations in Australia and overseas, and institutional and individual subscribers.

**Subscriptions**

Australia \$120 plus \$12 GST  
All other countries (air mail) \$175

**Acceptance of Advertisements**

All advertisements are subject to editorial approval. It is the responsibility of the advertisers to comply with State and Federal law, the Medicines Australia code of conduct and the SHPA Advertising Policy.

**Agency Commission**

Ten per cent to advertising agencies if payment is received within 30 days from end of month in which advertisement appears.

**Cancellations**

Cancellations must be received in writing and will not be accepted after the material closing date.

**Classifieds**

Rate (mono): \$43 per column cm

For coloured classified rates refer to advertising rate table on reverse page.

Column width 7.75 cm Column depth: 25 cm

For classifieds not submitted as finished art, a production fee of \$110 is added for an advertisement up to 1/2 page, and \$174 for an advertisement that is more than 1/2 page.

**Advertising Specifications**

All artwork should be supplied on CD in PDF format and include colour printouts. Supply FINAL copy at actual size - colour folding dummy preferred. It is recommended that you use the 'Press' job options setting in Acrobat Distiller and ensure your files adhere to the following requirements:

- PDF files should be Acrobat 4.0 (PDF 1.3) compatible;
- include only high resolution images (300dpi);
- all fonts must be embedded;
- PDF files should be composite CMYL (not separated);
- include spot colour only if needed; and
- do not include RGB data images.

**Specifications****Trim (mm)****Type (mm)****Bleed (mm)**

Specifications	Trim (mm)	Type (mm)	Bleed (mm)
Full page	297 x 210	252 x 160	307 x 220
Double-page spread	297 x 420	252 x 350	307 x 430
Half-page vertical	297 x 105	252 x 77.5	302 x 110
Half-page horizontal	148 x 210	120 x 160	148 x 215
Quarter-page vertical	74 x 105	63 x 77.5	NA
Quarter-page horizontal	210 x 74	160 x 63	NA
Loose inserts*	287 x 200	NA	NA

\* Maximum stock weight 130 GSM, number required 2500.

## 2010 ADVERTISING RATES

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	Casual	4x(\$)	8x(\$)
<b>FULL PAGE</b>			
1-4 colour	3830	3370	2955
Mono	2795	2400	2015
Product Information (Mono)	1910	1620	1335
<b>PREFERRED POSITION</b>			
Outside back cover	4850	4360	3895
Inside front cover	4850	4360	3895
Facing editorial/leading article	4710	4220	3755
Inside back cover	4415	3940	3490
Centre spread	7940	6750	5900
Consecutive left or right pages: + 10% on each page			
<b>HALF PAGE</b>			
1-4 colour	2650	2250	1875
Mono	2215	1975	1755
<b>QUARTER PAGE</b>			
1-4 colour	1740	1435	1135
<b>LOOSE INSERT</b>			
Single sheet	3685	3155	2825
4 page	5590	5060	4560
<b>FIXED INSERT</b>			
Single sheet	4850	4500	4165
4 page	6775	6320	5900

**Rates for other placements on request.**

**ALL PRICES SUBJECT TO 10% GST.**

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## 2010 PUBLISHING SCHEDULE

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Publication Date	Booking Deadline	Material Deadline
31 March 2010	29 January 2010	12 February 2010 <i>(Inserts by 26 February 2010)</i>
30 June 2010	30 April 2010	14 May 2010 <i>(Inserts by 28 May 2010)</i>
30 September 2010	30 July 2010	13 August 2010 <i>(Inserts by 27 August 2010)</i>
31 December 2010	29 October 2010	12 November 2010 <i>(Inserts by 26 November 2010)</i>

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## FOR ADVERTISING BOOKINGS OR FURTHER INFORMATION CONTACT

### ALL STATES

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Journal of Pharmacy Practice and Research  
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### ADDRESS FOR DELIVERY OF ADVERTISING MATERIAL

Ms Marlene Cartlidge, SHPA, PO Box 1778, Collingwood Vic. 3066, Australia

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