

## 12.00 KeePosted

### 12.01 OFFICIAL ICHP PUBLICATION

KeePosted is the official publication for the Illinois Council of Health-System Pharmacists. The Board Directors, the Editor, the KeePosted Committee and the ICHP staff have administrative responsibility for its budgeting, editorial guidelines, format, publication and distribution.

### 12.02 BUDGET

Budgeting needs are submitted to the Finance Committee before the November Board meeting each year. The budget includes supply, printing, mailing and other related costs. Future budgeted costs are determined based on the preceding year's costs, anticipated improvements, number of issues to be published and inflation.

### 12.03 KEEPOSTED COMMITTEE

The KeePosted Committee assists the Editor with editorial guidelines, article solicitation, column establishment, and formatting. The committee is comprised of interested volunteers including co-editor or assistant editor and appropriate ICHP staff members.

### 12.04 EDITORIAL GUIDELINES

Editorial guidelines are determined each year by the Editor, the KeePosted Committee and the Board of Directors. They are posted on the ICHP website and should be followed. The editor of the KeePosted has the final decision for inclusion or exclusion of any article.

12.04.01 Each issue of KeePosted contains articles such as:

- a. Calendar of events and meetings
- b. Report of the Executive Vice President
- c. President's message
- d. Institutional ads
- e. Membership applications

12.04.02 Additional information on a timely basis may include:

- a. Announcements of nominations
- b. Special advertisement for continuing education
- c. Editorial messages
- d. Open letters to the Editor
- e. Special honors or promotions of Council members
- f. Legislative matters
- g. Drug product news
- h. Policy statements

- i. Guidelines for implementing new laws or regulations
- j. Selected drug therapy articles reviewed by the Editorial Board

#### 12.05 LAYOUT AND PRINTING

The Editor, in cooperation with the Manager of Communications, shall determine the layout and format.

#### 12.06 INFORMATION GATHERING AND PRODUCTION GUIDELINES

12.06.01 Information shall be obtained from the following sources:

- a. All ICHP members are encouraged to forward important information for publication to the Editor.
- b. Individual Board members, Committee Chairman or local affiliate officers may be solicited for information by the Editor.
- c. Other information will be gathered by the Editor as per guidelines established in Section 12.03.

12.06.02 Production and Deadline Guidelines

- a. Deadline dates will be announced by the ICHP office.
- b. All information to be included in KeePosted is coordinated by the Editor and the Communications Manager for typing and layout.

12.06.03 Copies are posted online on the ICHP website and mailed to members of the Illinois Council of Health-System Pharmacists who have paid an additional publication fee.

12.06.04 All mailed copies are sent via first class postage.

12.06.05 Whenever possible, other Council business such as elections, votes or constitutional changes, membership recruitment, etc., are included in KeePosted to reduce separate charges.

#### 12.07 FREQUENCY OF PUBLICATION

Ten issues of KeePosted shall be distributed as follows:

- a. Single-month issues: September, December, January, February, March, April, July, August. The single month issues will be distributed on the 15<sup>th</sup> of that month.
- b. Combined two-month issues: March-April, September-October. The combined issues will be distributed during the first week of the latter month.

#### 12.08 ADVERTISING POLICY FOR KEEPOSTED

Advertisements can be published in KeePosted to benefit ICHP members by dissemination of information and by generating revenue to offset the cost of services provided to members (see appendix A).

ATTACHMENT A – KeePosted Advertising Rates

Premium Banner Ad	\$500 per issue		
Rotating Banner Ad	\$250 1 issue	\$225 3 issues	\$200 10 issues
30-Day Job Posting	\$250		