KeePosted™
Official Newsjournal of the Illinois Council of Health-System Pharmacists

EDITORIAL CONTENT — News and information about institutional pharmacy practice in Illinois and activities of ICHP.

CIRCULATION — Distributed to ICHP members, selected state and national pharmacy associations, and other interested parties. Quantity: 1,900. Not available to non-members by subscription; members receive the newsjournal as part of their membership services.

TYPE OF PUBLICATION — Online digital newsjournal. For interested members, ICHP prints KeePosted in-house for $30 per year.

PUBLICATION FREQUENCY — Monthly (except March/April and September/October)

PAYMENT INFORMATION — Your institution will be invoiced upon receipt of the online ad copy and the indicated run time dates.

CLOSING DATES —
December 8, 2017 (January issue)
January 12, 2018 (February issue)
March 9, 2018 (March/April issue)
April 13, 2018 (May issue)
May 11, 2018 (June issue)
June 8, 2018 (July issue)
July 13, 2018 (August issue)
September 14, 2018 (September/October issue)
October 12, 2018 (November issue)
November 9, 2018 (December issue)

Advertising Space

Premium Sponsor Ad: A full color, horizontal web banner ad measuring 578 x 100 pixels. The Premium Sponsor Ad offers the maximum exposure as a stationary banner ad featured at the top of every page* of our online digital KeePosted™ newsjournal. This ad is also hyperlink capable, able to take users to your website or destination of choice upon clicking. Your ad will be linked to the home page of your website unless otherwise specified.**

Rotating Banner Ad: A full color, horizontal web banner ad measuring 578 x 100 pixels. The Rotating Banner Ad is a stationary banner ad featured at the bottom of every page* of our online digital KeePosted™ newsjournal. This ad "rotates," and will be selected at random from a rotating ad pool each time a page is refreshed, or a new page is loaded. This ad is also hyperlink capable, able to take users to your website or destination of choice upon clicking. Your ad will be linked to the home page of your website unless otherwise specified.** Special rates for repeat advertising available.

30-Day Job Posting: This is a text only ad featured in the ICHP Career Center. Pricing includes 2 mentions in related email blasts sent out to ICHP members during the ad's run time. Please indicate run time dates with your submission.

*The number of articles, features, and pages varies with each issue of KeePosted™. Because ICHP is accredited by ACPE for continuing pharmacy education, certain educational and feature articles published in the KeePosted™ may not feature advertisements. ICHP does not guarantee the number of times your ad may appear within an issue.

**Tracking and Google analytics reports available upon request. Please allow up to 10 business days to receive your reports.

Pricing

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Career Center
ichpnet.org

EDITORIAL CONTENT— Job postings, news and information about institutional pharmacy practice in Illinois and activities of ICHP.

AD FORMAT— The online ad information is accepted in text format only and will be placed in the appropriate category.

ONLINE RATE— The online ad rate is $250.00 per thirty-day run time. Please indicate the run time dates with your e-mail submission. If you’d like to run your ad for an additional 30 days, it may be purchased for $225.00.

PAYMENT INFORMATION— Your institution will be invoiced upon receipt of the online ad copy and the indicated run time dates.

Advertising Office
For more information or to reserve space for advertising, contact the ICHP office or simply fill out the Advertising Insertion Order Form and send to: ICHP 4055 N. Perryville Road Loves Park, IL 61111-8653 or email to MelissaD@ichpnet.org

Questions? Contact Melissa Dyrdahl, Communications Manager, by email at MelissaD@ichpnet.org or phone at 815-227-9292.
ICHP Advertising Insertion Order Form

Company: ____________________________________________________________
Address: ______________________________________________________________
ContactPerson: __________________________________________________________
Phone: __________________________ Fax: ________________________________
E-mail: __________________________________________________________________

ICHP Advertising Policies
1. Advertising will be accepted, subject to editorial approval, for drug products, employment opportunities, pharmaceutical equipment and supplies, publications and services, and other products or services of interest to institutional and ambulatory care pharmacists and pharmacy technicians. Final decisions for what constitutes appropriate advertising rests with the Editor of KeePosted, whose decision is final.
2. Advertisers, by submitting advertising copy, certify that it is in accord with applicable government laws and regulations covering drug and drug-product advertising and anti-discrimination hiring policies.
3. Alcoholic beverages and tobacco products are not eligible for advertising.
4. Advertisements will not be accepted if they are known to: a.) contain attacks of a personal, racial, or religious character, or are libelous or otherwise contrary to law; or b.) contain claims found by any court or federal or state agency to be invalid or in violation of law.
5. The Council reserves the right to place the word “Advertisement” on advertising matter that simulates editorial content and is not clearly identified as advertising.
6. The advertiser may be required to submit data in support of the usefulness of a product or service and validity of claims, as well as in support of the advertiser’s integrity and reliability.
7. ICHP assumes that any product advertisement has complied with FDA quality assurance standards and assumes no liability if the product is not in compliance.
8. Advertisements that suggest a profit or personal benefit to the pharmacist through a product’s sale or recommendation are not permitted.
9. Advertisements that offer free goods and premiums, or that state the availability of such premiums is contingent on purchasing a product will not be accepted.

Approved, ICHP Board of Directors

Cancellation Policy
Cancellation of any insertion order will require advertiser to pay the published standard rates for any ads already run, regardless of quoted price in the insertion order. In addition, advertiser will pay a $150 penalty for cancelling a multiple ad run order.

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Submit Your Ad
ICHP must receive the Advertising Insertion Order Form in order to place the ad in the newsletter or on the website.
• Send the Advertising Insertion Order Form to the ICHP office by fax to 815-227-9294 or email to MelissaD@ichpnet.org.
• Banner ads must be submitted in one of the following PC compatible file formats: JPEG (.jpg; preferred format), PNG (.png), or Adobe Acrobat (.pdf). Text only ads must be submitted as a Word document (.doc or .docx).
• Please include source information for any images used in your advertisement. Sources will be published in the KeePosted Image Disclaimer. Information should be sent to MelissaD@ichpnet.org.
• One-time ad creation fee for a banner ad in KeePosted is $50. Proofs will be emailed to appropriate party.
• Email your display ad(s) or text ad(s) to MelissaD@ichpnet.org.

Your Order
The following rates are amounts payable to ICHP. They do not include agency commissions. Please circle your selection.

Pricing

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Date(s) of requested placement: _____________________________________________

I agree with ICHP’s Advertising and Cancellation Policies.
Signature: __________________________ Date of order placed: ________________

Method of Payment
☐ Please invoice my company referencing ________________________________
☐ Enclosed is a check or money order made payable to: ICHP
☐ Charge my credit card

Credit card payments may be faxed to ICHP: (815) 227-9294
Account#: __________________________
Billing Zip: _____ Exp. Date: ______ CVV Code: __________
Cardholder Name: __________________________
Cardholder Signature: ______________________

You will receive a receipt of payment via email.