

News journal and Career Center Advertising

Effective November 2022

The Illinois Council of Health-System Pharmacists accepts advertising in its news journal, *KeepPosted™*, and website, www.ichpnet.org, in accordance with its advertising policies (see Advertising Insertion Order Form) and at currently established rates.

KeepPosted™

Official News Journal 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

Print and digital news journal. Paper mailings are sent to all ICHP members, aside from those who have opted out. Content is available digitally to all.

PUBLICATION FREQUENCY

Quarterly. Issues are distributed in February, May, August and November.

PAYMENT INFORMATION

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

CLOSING DATES

- December 15 (for February issue)
- March 15 (for May issue)
- June 15 (for August issue)
- September 15 (for November issue)

KeepPosted Advertising:

Full color ad placement is available in a variety of sizes in the print version of *KeepPosted™*: 1/4 page, 1/2 page and full page. Ad will be displayed in both print and online copies. Online copy may include embedded links.

Email final 4 color, camera-ready display ads to Melissa at MelissaD@ichpnet.org by the closing date for that issue. Ads are non-commissionable.

KeepPosted Pricing

Ad Type	Price
1/4 Page Ad (Print) (4.25" w x 2.25" h)	\$200
1/2 Page Ad (Print) (8.5" w x 5.5" h)	\$300
Full Page Ad (Print) (8.5" w x 11" h)	\$500

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.

Career Center 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.

Career Center Pricing

Ad Type	Price
Career Center 30-Day Job Posting	\$250

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 Dyrdaahl, Communications Manager, by email at MelissaD@ichpnet.org or phone at 815-227-9292.



ICHP Advertising Insertion Order Form

Company: _____

Address: _____

Contact Person: _____

Phone: _____ Fax: _____

E-mail: _____

ICHP Advertising Policies

- 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.
- 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.
- Alcoholic beverages and tobacco products are not eligible for advertising.
- 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.
- The Council reserves the right to place the word "Advertisement" on advertising matter that simulates editorial content and is not clearly identified as advertising.
- 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.
- ICHP assumes that any product advertisement has complied with FDA quality assurance standards and assumes no liability if the product is not in compliance.
- Advertisements that suggest a profit or personal benefit to the pharmacist through a product's sale or recommendation are not permitted.
- 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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Submitting Your Ad

ICHP must receive the Advertising Insertion Order Form in order to place the ad in the newsjournal 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.
- Career Center 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.
- Print ads have the option to include a 1/4" bleed and should be sent to MelissaD@ichpnet.org.

Your Order

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

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Full Page Ad (Print) (8.5" w x 11" h)	\$500
Career Center 30-Day Job Posting	\$250

Date(s) of requested placement: _____

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.