



Elements Magazine
Media Kit 2015



Contact



Send all materials to:
Elements magazine
email: elements@pbahealth.com
P: 816-245-5700

Our location:
6300 Enterprise Road
Kansas City, MO 64120

Find out more information:
www.pbahealth.com/elements



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About ELEMENTS Magazine

Elements magazine is your channel to connect directly with independent community pharmacies across the nation.

Readers turn to *Elements* magazine to find expert business advice, to learn what's working for other pharmacies and to discover solutions for themselves. Every issue reaches more than 5,000 independent pharmacy owners, managers, directors, pharmacists and pharmacy technicians.

Elements magazine is published quarterly by PBA Health, a pharmacy services organization based in Kansas City, Missouri. Issues are published in March, June, September and December.



Elements cover, Vol.3 Iss.2

See what our clients
say about advertising
in *Elements*...

“ Advertising in *Elements* magazine has significantly increased our exposure to independent pharmacies and has generated many new customers for Return Solutions. The staff is extremely professional and easy to work with, always offering suggestions to make ads as effective as possible. The new business received from the ads we've placed makes it worth our investment. ”

Adrienne Vandergriff
Director of Sales
Return Solutions



Advertising with ELEMENTS Magazine

Whether you're looking to reach the independent pharmacy market for the first time or you want to connect with new customers, an ad in *Elements* magazine is a targeted and effective buy.

Benefits of advertising:

- Target more than 5,000 independent pharmacies across the nation
- Connect with a hard-to-reach market
- Combine print and electronic advertising for maximum exposure
- Receive exceptional value for your advertising dollar



This could be **your ad.**

Contact us today!
elements@pbahealth.com



“ Advertising in *Elements* magazine has helped Mylan to elevate brand awareness among community pharmacists who are looking for opportunities to grow their practice, especially through the use of proven business management principles and best practices. ”

Sean Reilly
National Account Manager
Mylan Pharmaceuticals



Advertising with ELEMENTS Magazine

Pricing:

Advertising is available in a single page, four-color format in our 8.5 X 11 saddle-stitched magazine. \$2,250 per page. Mailed quarterly to 5,000 independent pharmacy owners nationwide.

Specifications:

We require all ads to be supplied electronically to the following specifications:

File Formats:

PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. (To do this, in Illustrator or Adobe InDesign export as PDF > Use the Adobe PDF Preset "[PDF/X-1a:2001]" Full page and bleed ads should be created at "trim size" with additional 3/16 inch bleed pulled beyond provided crop marks.

Ad layouts should be created using Adobe InDesign. If unable to produce a PDF and instead submitting application files, please provide all supporting graphics and fonts.

Photo Formats:

We accept 300 dpi, actual size; CMYK color model; TIF, JPG or EPS format.

Line Art/Text Formats:

We accept 600 dpi minimum; CMYK color model; EPS or TIF format with color preview. (Note: In Photoshop, black text should be created in black channel only to avoid registration problems.)

Ads that need to be edited will be charged an additional fee of \$125 per hour.

Submitting Materials:

Ads (no larger than 6 MB) can be emailed to elements@pbahealth.com.

Send all materials to:
PBA Health
ATTN: Advertising Department
6300 Enterprise Road
Kansas City, MO 64120
email:
elements@pbahealth.com
(816) 245-5700

Single issue: \$2,250

Contact us to learn about special pricing for multiple ads!

2015 Issue & Closing Dates:

MARCH ISSUE

Ad Reservation Date:
January 30

Material Due Date:
February 11

JUNE ISSUE

Ad Reservation Date:
April 30

Material Due Date:
May 11

SEPTEMBER ISSUE

Ad Reservation Date:
July 30

Material Due Date:
August 10

DECEMBER ISSUE

Ad Reservation Date:
October 30

Material Due Date:
November 10

PBA Health may reject or cancel any advertising for any reason at any time. Advertisements that simulate *Elements* magazine's editorial material in appearance or style, or that are not immediately identifiable as advertisements are not acceptable.

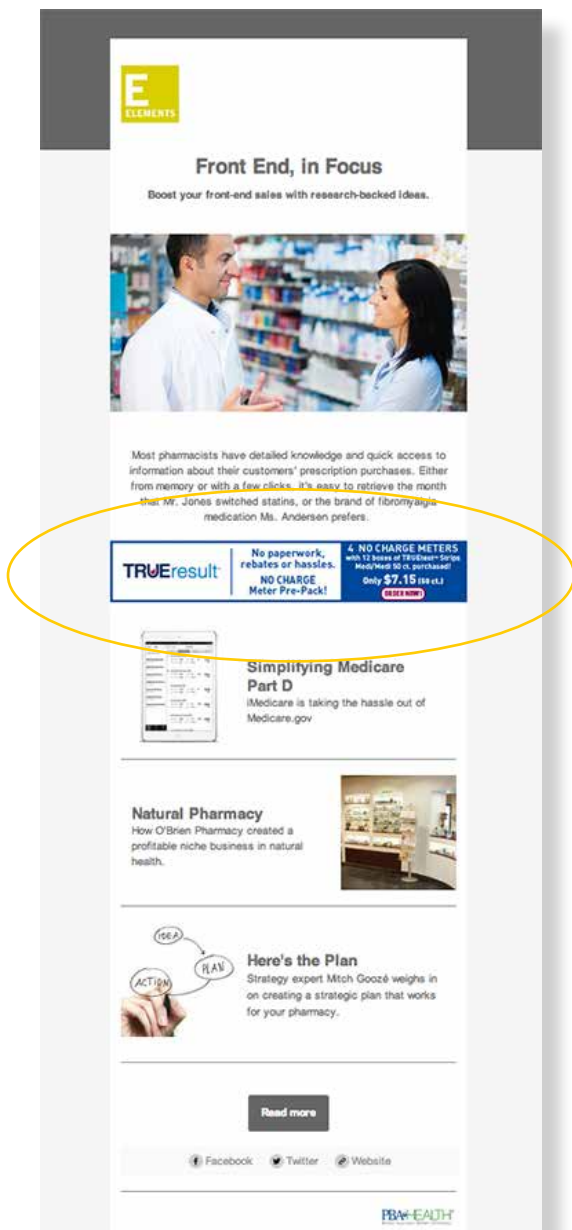


ELEMENTS E-Newsletter

Get into the inboxes of potential customers through the *Elements* e-newsletter. By advertising in the e-newsletter, published by *Elements* magazine, you can reach a market of more than 2,000 independent pharmacy owners, managers, pharmacists and technicians.

Our audience subscribes to the weekly *Elements* e-newsletter to read exclusive content not published in the magazine, to get business tips and advice and to stay up-to-date. They've come to trust *Elements* magazine to provide them with the information they need to make their businesses more successful.

Place a banner ad in the weekly *Elements* e-newsletter and you can gain visibility with these independent community pharmacies.



Pricing:

\$500 per week/\$1,700 per month
(15% savings!)

Submitting Materials:

Send all materials electronically by 5 p.m. the Wednesday before drop day every Friday.

Send all materials to:

PBA Health
elements@pbahealth.com
(816) 245-5700

Circulation: 2,050

Open rate: 23%

Click-through rate: 26%

Drop day: Friday

Content: Business advice, tips and information for independent pharmacy owners.

Specifications:

File Formats: 600px wide X 104px high, 72dpi, .jpg only, RGB only. All ads will be linked to your company's website. Email files and preferred URL to elements@pbahealth.com.

You can also combine electronic and print advertising to give your product or service maximum exposure at a great value. **Email or call us for details about special pricing!**



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Want more information?
Email us!

ELEMENTS Magazine

☐ Single issue: \$2,250

ELEMENTS E-Newsletter

☐ \$500 per week/\$1,700 per month (15% savings!)

Company Name

Contact Person

Phone Number

Fax Number

Billing Contact

Address

City

State

Zip

Company Representative Signature

PBA Health Representative Signature