

# Elements

## MEDIA KIT

2022



**E**  
ELEMENTS

**FINALLY HEAR**  
Are independent pharmacies ready for OTC hearing aids?

**LOW DOSE, HIGH PROFIT**  
This compounded drug has a 50 percent margin and is changing lives

**Boost Your Benefits**  
A complete guide to employee benefits

VOL-11 ISS-1 | MARCH 2022

**MAKING THE TRANSITION**  
Transitions of care is a win-win for pharmacies and hospitals

VOL-10 ISS-3 | SEPTEMBER 2021

**E**  
ELEMENTS

**FINALLY HEAR**  
Are independent pharmacies ready for OTC hearing aids?

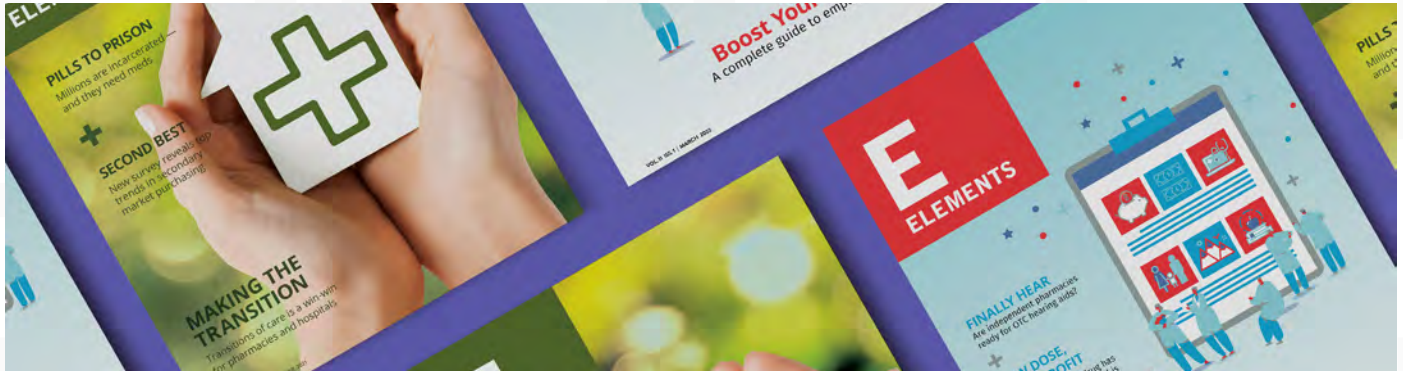
**LOW DOSE, HIGH PROFIT**  
This compounded drug has a 50 percent margin and is changing lives

**E**  
ELEMENTS

**PILLS TO PRISON**  
Millions are incarcerated and they need meds

**MAKING THE TRANSITION**  
Transitions of care is a win-win for pharmacies and hospitals

VOL-10 ISS-3 | SEPTEMBER 2021



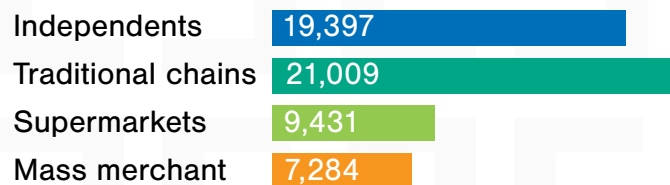
## Community pharmacies: trusted and invested

Targeted and cost-effective, an ad in *Elements* magazine directly connects your brand with more than 10,000 individual, independent pharmacies across the United States. Your message will reach the decision makers and influencers you want—owners, buyers, pharmacists in charge, pharmacy techs, merchandising managers, investors and thought leaders.

These industry executives rely on *Elements* to gain specific business knowledge. Our team dives deep into the details: how to apply the latest industry innovations, how to manage retail and operations, and what works—or doesn't—for other community pharmacies.

As a whole, community pharmacies make up a \$67.1 billion marketplace representing 35% of all retail pharmacies in the country. The business health of these pharmacies is integral to the physical health of their patients and communities.

## PHARMACY PRACTICE SETTINGS OFFERED IN 2021



*I consider Elements magazine to be required reading just like any other pharmaceutical or business journal. I read them cover to cover and keep them for future reference.*

*Brad Harmon, Owner, Harmon's Drug Store,  
Oblong and Palestine, Illinois*



## *Elements: respected and read*

Since 2012, *Elements* has been published quarterly by PBA Health in March, June, September and December. Each 36-page issue includes eight departments.

### NEWS

Timely and topical information such as updated guidelines, new tools, contactless mobile payments

### TRENDS

What's new and helpful, such as mental health first aid, increasing OTC sales, strategies for purchasing on the secondary market

### RETAIL

How to make the most of front-end sales, such as merchandising best practices, shopper insights, seasonal promotions

### SOLUTIONS

Answers to a range of problems, such as offering your own OTC products, providing long-acting injectables, differentiating your business

### SPOTLIGHT

How a single pharmacy successfully innovates, such as offering pet meds, providing personalized DNA-base care, saving on cost of goods

### MONEY

Small business challenges such as budgeting, succession planning, risk management strategies

### OUTLOOK

Ideas and innovations, such as working with prisons, employing relief agencies, getting the most from pharmacy techs

### FEATURE

Comprehensive, deeply researched and insightful articles, such as artificial intelligence in pharmacies, specialty pharmacies, inventory management

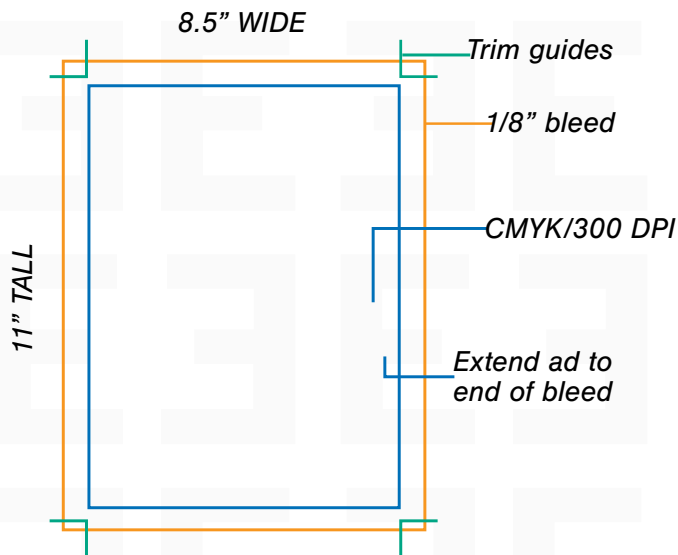
# 03

# Specifications

## Ads: efficient and effective

All ads must be single page 8.5" X 11" and electronically supplied with the following specs:

- Press-optimized PDF
- CMYK color mode
- 300 DPI for high resolution
- 1/8 bleed on all sides
- Fonts embedded and imagery flattened
- A phone number and/or web address of at least 8 pt. unless written documentation is provided.
- Less than 10 MB.



## Pricing

\$3,000 per ad

Email [marketing@pbahealth.com](mailto:marketing@pbahealth.com) or call 816-245-5700 for special pricing opportunities.

## Submission dates

### MARCH

AD RESERVATION: FRIDAY, JANUARY 28  
MATERIAL DUE DATE: TUESDAY, FEBRUARY 15

### JUNE

AD RESERVATION: FRIDAY, APRIL 29  
MATERIAL DUE DATE: FRIDAY, MAY 13

### SEPTEMBER

AD RESERVATION: FRIDAY, JULY 29  
MATERIAL DUE DATE: TUESDAY, AUGUST 12

### DECEMBER

AD RESERVATION: FRIDAY, OCTOBER 31  
MATERIAL DUE DATE: TUESDAY, NOVEMBER 11

Ads can be emailed to [elements@pbahealth.com](mailto:elements@pbahealth.com).

*Note: No proof provided for supplied ads. Ads without proper bleed will be floated. PBA Health and Elements magazine may reject or cancel any advertising at any time for any reason. Advertisements that are not immediately identifiable as ads or that mimic Elements editorial material in appearance or style (even if labeled "advertising") are not accepted.*



# 04

# Digital

## E-newsletters: topical and timely

Deliver your message directly into the inboxes of potential customers through a banner in our bi-weekly e-newsletters, which offer timely industry news, exclusive *Elements* web articles and relevant drug-market insights. Published by the *Elements* magazine team, you'll reach nearly 3,200 independent pharmacy owners, managers, buyers, pharmacists and technicians.

## Reach

Circulation: 3,200

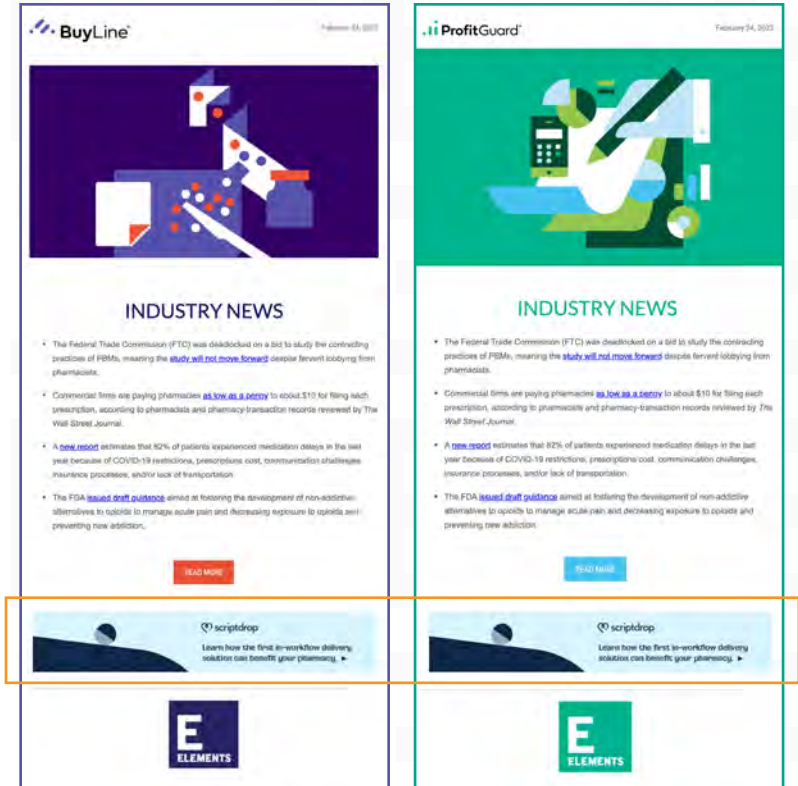
Open Rate: 45.9%

Click-Through Rate: 7.7%

Drop Day: 2nd and 4th Thursdays of each month

## Specs

- 600 px x 140 px
- RGB color mode
- 72 PPI
- JPEG
- Please specify preferred URL when submitting your files. All ads will be linked to your company's website.



## Pricing

\$250 per week  
\$800 per month

## Submission

Send all materials electronically by noon the Wednesday before the Thursday drop.

*Note: You can also combine electronic and print advertising to give your product or service maximum exposure at a greater value.*

Email [marketing@pbahealth.com](mailto:marketing@pbahealth.com) or call 816-245-5700 for more details.

140 px TALL

600 px WIDE

RGB/72 PPI



# 05

Direct

## Tote inserts: relevant and distinct

Put your brand into the hands of independent pharmacists. When a pharmacy professional opens the actual order shipment from our NABP-certified secondary supplier warehouse, your sales and marketing information will literally be right on top.

We insert your material by hand, so you can include product samples or custom materials.

## Specs

Unless you choose a custom option, supply your already printed 8.5" x 11" product sheet or order form. Material should be printed on no heavier than 80 lb. text paper. Multiple sheet inserts will be evaluated and billed at the custom rate.

## Pricing

Provide a product sheet or order form with the information of your choice—make it double-sided at no extra cost! PBA Health will include the sheets with our 1,500 shipments per week (this is our minimum).

\$2 each. 1,000 distribution per week. \$2,000 per week.

## Submission

PBA Health  
ATTN: Tote Order Department  
6300 Enterprise Road  
Kansas City, MO 64120

Email: [marketing@pbahealth.com](mailto:marketing@pbahealth.com)  
Phone: 816-245-5700

8.5" WIDE Up to 80 lb text weight

11" TALL



*“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 in Elements 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*



816-245-5700

PBA Health  
6300 Enterprise Road  
Kansas City, MO 64120

[elements@pbahealth.com](mailto:elements@pbahealth.com)  
[pbahealth.com/elements](http://pbahealth.com/elements)