

*Elements Magazine*  
Media Kit 2020

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## Contact Information

### Send all materials to:

*Elements Magazine*

**Email:** *elements@pbahealth.com*

**Phone:** 816-245-5700

**Address:** 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 10,000 readers made up of 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.



Example of *Elements* Cover. Vol 6. Iss. 1

## See what our clients are saying about advertising in *Elements* magazine:

“

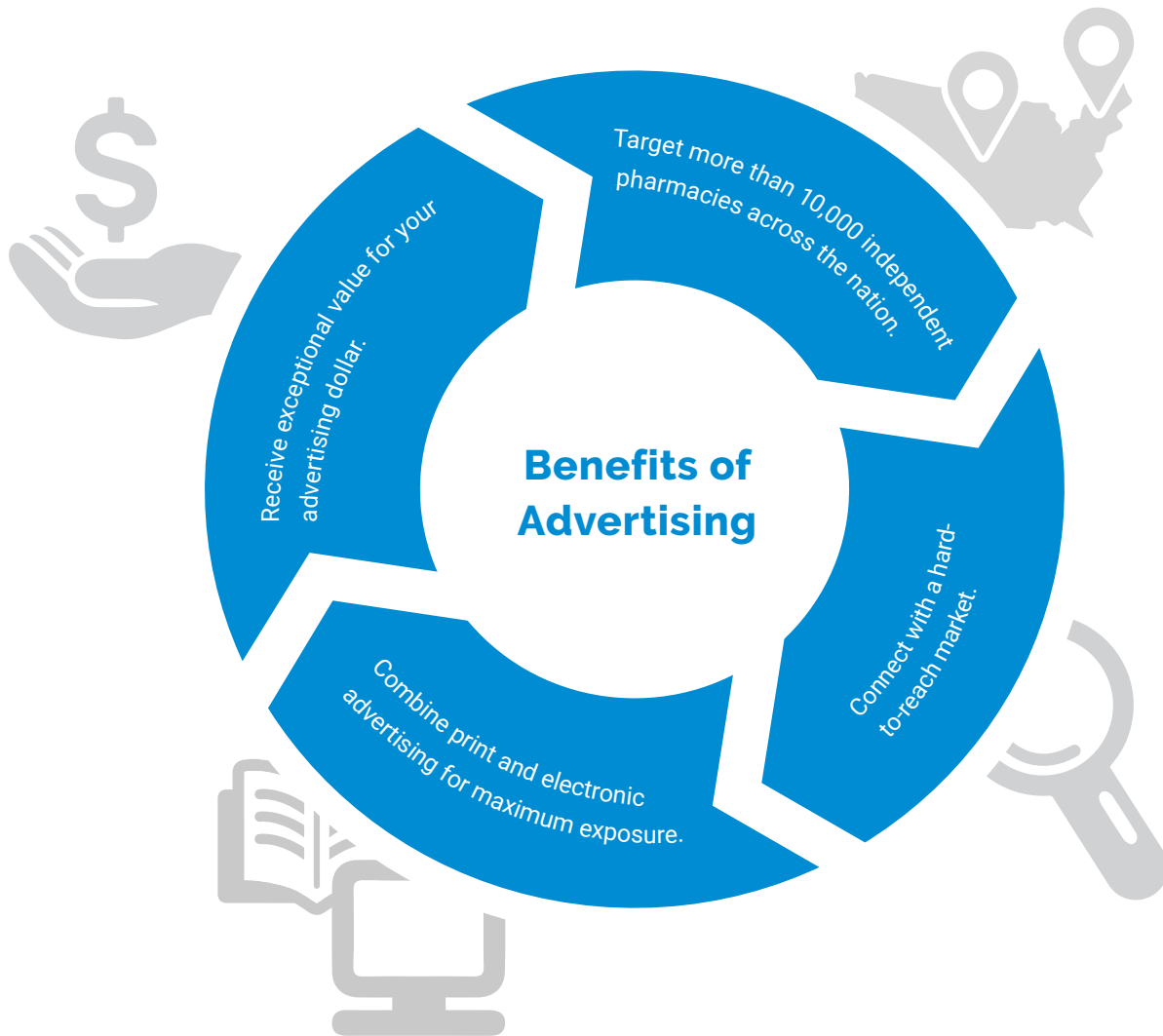
*Advertising in Elements magazine has significantly increased our exposure to independent pharmacies and has generated many new customers for Return Solutions. The staff is extremely professional and easy to work with, always offering suggestions to make ads as effective as possible. The new business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

Adrienne Vandergriff, Director of Sales | Return Solutions

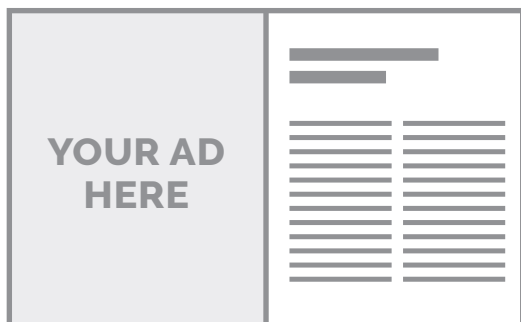
”

## Advertising in *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.



**All ads are full page!**



“

*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

”

# Important Information About Advertising

## PRICING

Advertising is available in a single page, four-color format in our 8.5" X 11" page sized magazine. \$3,000 per ad.

*Contact us to learn about special pricing for multiple ads per issue!*



## SPECIFICATIONS

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

### Ad File Formats

**High quality PDF with 1/8 inch bleed around all edges.** Be sure all photos are in CMYK color mode and have resolutionn of 300dpi or they run the risk of printing pixelated (blurry).

### Assistance with Ads

If unable to produce an ad and/or you would like assistance creating one, please provide all supporting graphics and fonts. Image formats accepted are JPEG, TIF, or EPS. Cost is \$125/hour for ad assistance.

## SUBMITTING MATERIALS

Ads (no larger than 10MB) can be emailed to [elements@pbahealth.com](mailto:elements@pbahealth.com).

*\*\* 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 accepted.*

## 2020 ISSUE & CLOSING DATES

### March

**Ad Reservation Date:** January 31  
**Material Due Date:** February 15

### June

**Ad Reservation Date:** April 30  
**Material Due Date:** May 13

### September

**Ad Reservation Date:** July 31  
**Material Due Date:** August 12

### December

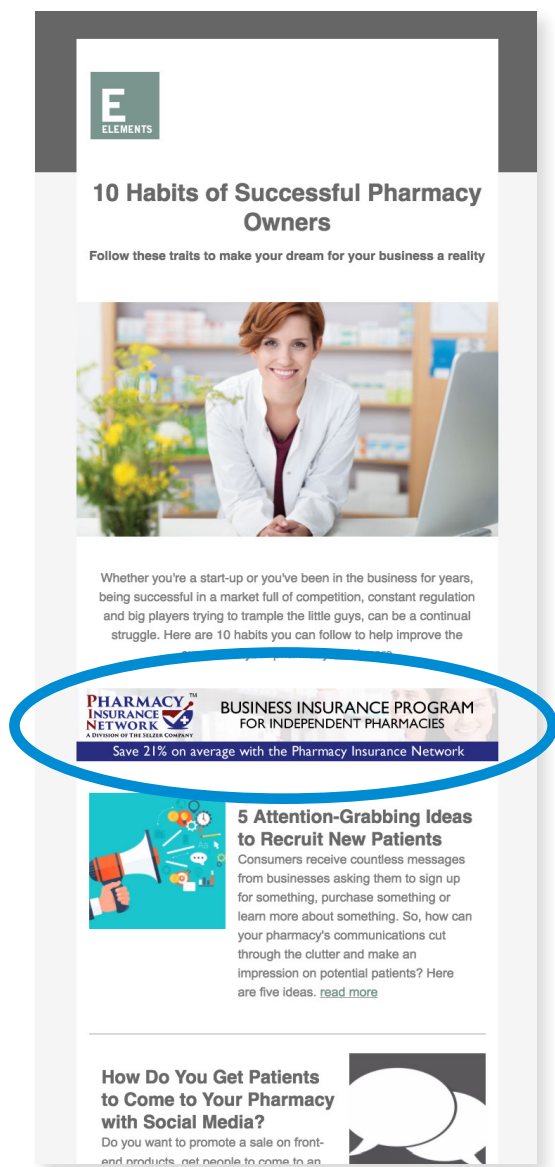
**Ad Reservation Date:** October 31  
**Material Due Date:** November 11

# 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 nearly 1,500 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.



**Circulation:** 1,300

**Open rate:** 27.8%

**Click-to-open rate:** 29%

**Click-through rate:** 8.3%

**Drop day:** Friday

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

## PRICING

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

*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!***

## SUBMITTING MATERIALS

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

### Send all materials to:

[elements@pbahealth.com](mailto:elements@pbahealth.com)  
(816) 245-5700

### Specifications:

File formats: 600px wide x 104px high, 72dpi, JPEG only. All ads will be linked to your company's website. Please specify preferred URL link when submitting your files.

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

# Tote Inserts

Want to put your advertising right into the hands of independent pharmacy owners? When we place the advertising material of your choice in with pharmacists' prescription drug order shipments from our warehouse, you get just that. Our customers know they can utilize our full-service warehouse at any time for their pharmaceutical needs. Target the independent pharmacy market right at the hub of their business operations with advertising inserts in their inventory orders.

## Custom-sized inserts available

### PRICING

Your company provides an 8.5" x 11" product sheet with information and images of your choice. You can make it double-sided at no extra cost! PBA Health will include the product sheets with our minimum 1,500 shipments per week. \$2 each. 1,000 distribution per week. \$2,000 per week.

### SPECIFICATIONS

Please supply your already printed 8.5" x 11" product sheet. Product sheets should be printed on no more than 80 lb. text. Multiple sheet inserts will be evaluated and billed at the custom rate.

### SUBMITTING MATERIALS

Send all materials to:

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

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

**Return Solutions**  
[go with what works]<sup>SM</sup>

10635 Dushorn Road | Knoxville, TN 37932  
1.800.579.4804 | Fax 865.675.2474  
2008@drugreturns.com

**account set-**  
30 for 90 pro

Pharmacy Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
DEA Number: \_\_\_\_\_ Expiration: \_\_\_\_\_  
Buying Group: \_\_\_\_\_  
Wholesaler: \_\_\_\_\_ Wholesaler: \_\_\_\_\_  
Wholesaler City & State: \_\_\_\_\_  
Please Circle One: ☐ ON SITE ☐ ON SITE

If you would like to choose your website login info below. Otherwise we will provide you with a default login.

Preferred User ID: \_\_\_\_\_  
Preferred Password: \_\_\_\_\_

Please fax this completed form or contact Adrienne Vandegriff at [avandegriff@drugreturns.com](mailto:avandegriff@drugreturns.com) if you choose on-site service, we'll contact you if you choose mail-in service, we'll email you.

**Return Solutions**  
[go with what works]<sup>SM</sup>

**What could you do with a check like this 90 days from now?**

**Return Solutions**  
[go with what works]<sup>SM</sup>

**CUSTOMER REFUND ACCOUNT 49251**

**PAY TO THE ORDER OF** Your Pharmacy \$ 6,356.89  
EIGHT THOUSAND THREE HUNDRED FIFTY SIX AND 89/100 DOLLARS

**FOR** Your Pharmacy  
11 Main Street  
Knoxville, TN 37901

**SPECIAL MEMBER OFFER**  
Receive your first return credit in just 90 days at no extra charge!

The OneCheck Select difference: a single check for all credit due from Return Solutions, in your hands within your choice of 30, 60, or 90 days.

**If you'd like to give Return Solutions a try, please fax the form on the back to 865.675.2474.**

**OneCheck<sup>SM</sup> SELECT**

**Our exclusive OneCheck Select program puts you in control**

- Credit comes to you in a single check from Return Solutions for manufacturers included in our OneCheck Select program.
- You choose between receiving your check within 30, 60, or 90 days.
- Rate depends on the timeframe you select.

**And as always...**

- Established in 1992.
- DEA, FDA, state licensed.
- On site and mail in programs.
- Free shipping.
- Free distribution of non returnables.

**Our fee is deducted from your check, so there is no up front payment or invoice.**

- We eliminate credit tracking.
- Absolutely no hidden fees.
- You can manage every aspect of your return online... free of charge.

Proud to be recommended by **PBA HEALTH**

1.800.579.4804 | [www.drugreturns.com](http://www.drugreturns.com)

