

2022 RATE CARD

# NEIGHBOURHOOD PHARMACY GAZETTE

Insights. Advocacy. Healthier Canadians.



Official publication of the  
Neighbourhood Pharmacy Association of Canada



Neighbourhood  
Pharmacy  
Association of Canada

Association canadienne  
des pharmacies  
de quartier



# ABOUT NEIGHBOURHOOD PHARMACIES

The Neighbourhood Pharmacy Association of Canada (Neighbourhood Pharmacies) is a not-for-profit trade association representing Canada's leading pharmacy organizations - including chain, banner, long-term care, specialty pharmacies, grocery chains, and mass merchandisers with pharmacies. Our focus is on improving the delivery of care and creating capacity in public health and primary care in health systems across Canada. We advocate for pharmacies' role in caring for patients, both behind and in front of the counter. We aim to advance healthcare for Canadians by leveraging close to 11,000 pharmacies conveniently located in every community throughout the country as integral points of patient care.

## VISION

Trusted thought leaders in healthcare successfully partnering to shape a healthier tomorrow.

## MISSION

We are solution-focused partners working for a strong and sustainable pharmacy sector serving the best interests of patients

# ABOUT NEIGHBOURHOOD PHARMACIES GAZETTE

The Neighbourhood Pharmacy Gazette is a digital publication that features the thought leadership of our members, partners, sector and Association.

The digital publication is circulated quarterly and available on Neighbourhood Pharmacies' public website



**Note: Neighbourhood Pharmacy Gazette is available on Neighbourhood Pharmacies' public website.**

- Spring 2022** Emerging Mental Health Issues
- Summer 2022** Federal Political Landscape: Drug Pricing
- Fall 2022** The Growing Role of Pharmacy in Public Health and Primary Care
- Winter 2022** Celebrating Pharmacy

## 2022 ADVERTISING RATES

### RATE PER ISSUE

FULL PAGE	\$ 4,400
HALF PAGE	\$ 3,000
QUARTER PAGE	\$ 2,000

## 2022 ADVERTISING DEADLINES

Issue	Booking Deadline	Material Deadline
Spring 2022	January 24	February 7
Summer 2022	April 18	May 9
Fall 2022	July 18	August 8
Winter 2022	October 17	November 7

**Interested in an advertisement group package?**  
Email [info@neighbourhoodpharmacies.ca](mailto:info@neighbourhoodpharmacies.ca) for details

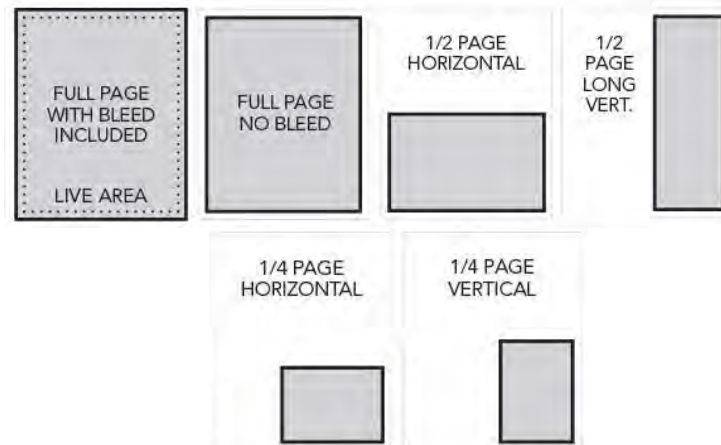


# MECHANICAL REQUIREMENTS

Unit	Wide	Deep
Full Page (trim)	8.5"	11"
Full Page (bleed)*	8.75"	11.25"
Full Page (live)+	8"	10.5"
Half Page (horizontal)	7.75"	4.75"
Half Page (vertical)	3.6875"	10.25"
Quarter Page (horizontal)	7.75"	2.375"
Quarter Page (vertical)	3.6875"	4.75"

\*Full page (bleed): 1/8" bleed added to all four sides.

+Full page (live): inset 1/4" from trim edge.



# TECHNICAL REQUIREMENTS

Ads must be supplied as a press-ready PDF file with embedded fonts and graphics (PDF/X-1a:2001).

Images should have a resolution of 300 ppi.

Do not use Spot colours or RGB art.

Keep all colours CMYK.

Ads can be emailed to [shawnetwocreative.ca](mailto:shawnetwocreative.ca).

## FREE SUBSCRIPTION TO THE GAZETTE

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## CONTACT US

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