



SEMINAR IN CITY

## Advertising Opportunities

CSHP is pleased to provide you with four easy ways to immediately reach thousands of California pharmacists and associates.

### Advertising Options

- **Seminar 2010 Program Book:** Given to every attendee at Seminar 2010, this publication is circulated to over 4,000 attendees. Similar to *CJHP*, this is an ideal promotional piece for companies looking to advertise new products or employment positions. Or if you're one of our exhibiting companies or sponsors, publicize your booth or event! Please see page 11 for more information on ad rates.
- **CJHP:** *The California Journal of Health-System Pharmacy*, CSHP's bi-monthly publication, is circulated to over 4,000 pharmacists, pharmacy technicians, student pharmacists and associates every two months. This publication is ideal for companies looking to advertise new products or employment positions. Potential employers may also choose to advertise both on the CSHP website and in *CJHP*. When this option is selected, it includes an ad on the CSHP website and publication in the next issue of *CJHP*. Please see page 9 for more information on ad rates.
- **CSHP Website:** Visited by hundreds of pharmacists, pharmacy technicians, new practitioners, students pharmacists and associates every week. The CSHP website is the best site for recruiting health-system pharmacists and technicians in the state. A one-time website posting includes a four-week listing on the "Job Seekers" section of the CSHP website (e.g. a three time rate would cover 12 weeks)
- **InfoSource:** In addition to your paid online ad, CSHP can place your employment ad in **InfoSource**, our weekly, electronic publication. Your ad will be mentioned as a new addition to our career center complete with a direct link to your page.

For those companies interested in mass mailings, CSHP can provide you with a mailing list allowing outreach to our members. This is a great opportunity to promote your booth at Seminar!

For more information on advertising, please contact:

CJ Anderson  
Development and Communications Manager  
(916) 447-1033  
Email: [cj@cshp.org](mailto:cj@cshp.org)

### Convention Signage

Standard meeting signs can feature advertisements or logos. Opportunities include the welcome banner, aisle sign boards, the help desk, and bookstore. All attendees will pass through these areas to visit the exhibit hall, CPE sessions and to register. Advertisement may include company names, logos, and exhibit booth numbers.

Aisle Signs	\$3,000
Welcome Banner	\$1,200
Standing Sign Boards	\$5,000
Help Desk	\$1,500
Bookstore	\$1,500

## Mailing List Order Form

- Entire Membership: \$425.00/set
- Pharmacist Members Only: \$315.00/set
- Seminar attendees: \$200.00/set

Items must be approved by CSHP. Your selection will be e-mailed to you in an excel file following CSHP's approval of the contents.

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Method:

Please enclose a check made payable to:  
California Society of Health-System Pharmacists, CSHP  
Tax ID#: 94-6252725

### OR

Provide payment information for one of the following:

- VISA  MC  AMEX  DISCOVER

Amount \$ \_\_\_\_\_

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

I agree that I am purchasing this list for a one-time use only.

Signature: \_\_\_\_\_

Send to:  
CSHP Mailing List Order  
1314 H Street, Suite 200  
Sacramento, CA 95814



## Ad Rates

**A**dvertise before and during this four-day event. CSHP's annual Seminar is an excellent opportunity to reach all of our members from student pharmacists to directors of pharmacy for most health-systems in California. The Seminar Program Book is distributed to all of our attendees and is their guide to all Seminar 2010 events.

### Mechanical Specifications:

#### Ad Dimensions:

Full page (bleed)*:	8 ½" Wide x 11" Deep
Full page (no bleed):	7 ½" Wide x 10" Deep
1/2 page (horiz.):	7 ½" Wide x 4 ¾" Deep
1/4 page (vert.):	3 ⅝" Wide x 4 ¾" Deep

\*Add ½" to all four sides for bleed – 8 ¾" x 11 ¼". Keep all live matter ⅜" from the edge of the page on the top, bottom and sides.

#### Format Specifications:

Display ads are accepted in one or more of the following formats:

- Camera-Ready PDF via email
- CD delivered by artwork deadline (PDF, InDesign, EPS or TIFF files accepted)

#### Technical Requirements:

- All fonts must be provided on disk or converted to outlines/paths.
- All links, graphics, photos must be provided on disk.
- Graphics/photos must be a minimum of 300dpi resolution; anything less will result in a low-quality, pixelated image.

### Ad Rates:

#### Full Color Ads:

- |   |        |
|---|--------|
| <input type="checkbox"/> Run any ad size (choose below) in 4/color for an additional: | \$ 750 |
|---|--------|

#### Black and White Ads:

- |   |        |
|---|--------|
| <input type="checkbox"/> Full page display ad in <i>Program Book</i> only             | \$ 975 |
| <input type="checkbox"/> Full page display ad in <i>Program Book</i> and <i>CJHP*</i> | \$1400 |
| <input type="checkbox"/> ½ page display ad in <i>Program Book</i>                     | \$ 675 |
| <input type="checkbox"/> ½ page display ad in <i>Program Book</i> and <i>CJHP*</i>    | \$1050 |
| <input type="checkbox"/> ¼ page display ad in <i>Program Book</i>                     | \$ 450 |
| <input type="checkbox"/> ¼ page display ad in <i>Program Book</i> and <i>CJHP*</i>    | \$ 725 |

\*Total distribution for this selection is up to 6,000 pharmacy professionals!

### For more information or to place an ad, contact:

C.J. Anderson  
 Development & Communications Manager  
 CSHP  
 1314 H Street, Suite 200  
 Sacramento, CA 95814  
 Phone: (916) 447-1033  
 Fax: (916) 447-2396  
 cj@cshp.org

PLEASE MAKE A COPY FOR YOUR RECORDS