

Successful Promotion Starts with CPhA's Double Buy!

DOUBLE YOUR EXPOSURE! --

**Promote Your Company Before, During and After
the *West Coast Pharmacy EXCHANGE* for one low price!**



This valuable opportunity to advertise in both the EXCHANGE Program Guide and the Winter or Spring issue of *California Pharmacist Journal* for nearly the cost of a single ad will double your exposure at EXCHANGE!

- 1. West Coast Pharmacy EXCHANGE Program Guide** - provided to every attendee and is a daily source of information. - It's the "who what, where and when" resource for everyone, everyday!
- 2. California Pharmacist Journal** - Winter 2015 issue (received prior to the event) or our Spring 2015, post-conference issue - received 2 weeks after the event. These special issues will each be read by approximately 20,000 pharmacy professionals and EXCHANGE attendees before and after EXCHANGE!

Hurry, the deadline to reserve valuable Double Buy advertising space is January 15, 2015!

Artwork is due by January 23, 2015. - see all deadline options below.

Reserve your space now, please mark your selection and complete the form below

You can select one publication but...remember Double Buy is your best value!

See all
deadlines below.

All rates 4-color	Back Cover	Inside Covers	Full Page	1/2 Page
Program Book Only	<input type="checkbox"/> \$2,000.00	<input type="checkbox"/> \$1,875.00	<input type="checkbox"/> \$1,500.00	<input type="checkbox"/> \$850.00
Journal Ad Only- <input type="checkbox"/> Winter <input type="checkbox"/> Spring	<input type="checkbox"/> \$2,479.00	<input type="checkbox"/> \$2,279.00	<input type="checkbox"/> \$1,978.00	<input type="checkbox"/> \$1,279.00
Total <u>without</u> Double Buy Discount:	\$4,479.00	\$4,154.00	\$3,478.00	\$2,129.00
TOTAL with Double Buy DISCOUNT (California Pharmacist & Program Book)	Discounted rate <input type="checkbox"/> BOTH \$3479	Discounted rate <input type="checkbox"/> BOTH \$3054	Discounted rate <input type="checkbox"/> BOTH \$2300	Discounted rate <input type="checkbox"/> BOTH \$1800
Double Buy saves you this much	\$1,000	\$1,100	\$1,178	\$329

NOTE: COVER POSITIONS sell quickly, please contact for availability.

Advertiser's Agreement / Billing Address:

Contact Name: _____

Company Name: _____

Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____

E-mail: _____

Approved by: _____ Date: _____

Payment: Invoices will be sent to you. Checks will be payable to California Pharmacists Association (CPhA).

Fax or E-mail this form to:

Diana Granger

E-mail: granger@cwo.com

Fax: (530) 622-6033

Phone: (530) 642-0111

Deadlines for ALL options:

SPACE RESERVATION:

Double Buy w/ Winter - Jan. 15, 2015
Double Buy w/ Spring - March 2, 2015
Winter Journal only - Jan. 15, 2015
Spring Journal only - March 18, 2015
Program Guide only - March 2, 2015

DISPLAY ARTWORK DUE:

Winter Journal, Jan 23, 2015
Onsite Program, March 13, 2015
Spring Journal, April 1, 2015

Specifications: Display ads should be submitted as high resolution PDF files. Program ads have the same dimensions as CA Pharm ads.