

Banner Advertising on NPPA Website – 2026

Type & Sizes of Banner Ads *(page 1)*

Types & sizes of available Banner Ads are as follows:

- Leaderboard-large (980x120)
- Leaderboard-small (728x90)
- Rectangle (300x250)
- Square (250x250)

Examples of banners in above sizes can be viewed from the below page of the NPPA website:

<https://www.pharmacypurchasing.com/website-banner-ads/>

Costs by Type/Size & Number of URLs or Rotations

<u>Static Banners</u>	<u>Type/Size</u>	<u>File/URL Type*</u>	<u>Cost Per</u>
<input type="checkbox"/> Static-Ad	Leaderboard-large	1 JPEG+1 URL	\$2,500.00
<input type="checkbox"/> Static-Ad	Leaderboard-small	1 JPEG+1 URL	\$2,000.00
<input type="checkbox"/> Static-Ad	Rectangle	1 JPEG+1 URL	\$1,700.00
<input type="checkbox"/> Static-Ad	Square	1 JPEG+1 URL	\$1,200.00
<input type="checkbox"/> Static-2 Ads	Leaderboard-large	2 JPEGs+2 URLs	\$2,800.00
<input type="checkbox"/> Static-2 Ads	Leaderboard-small	2 JPEGs+2 URLs	\$2,300.00
<input type="checkbox"/> Static-2 Ads	Rectangle	2 JPEGs+2 URLs	\$2,000.00
<input type="checkbox"/> Static-2 Ads	Square	2 JPEGs+2 URLs	\$1,500.00
<u>Dynamic Banners</u>	<u>Specs/Size Types</u>	<u>File/URL/Rotation Type**</u>	<u>Cost Per</u>
<input type="checkbox"/> Dynamic-1 Ad	Leaderboard-large	1 GIF/Code+1 URL+1 Loop	\$3,100.00
<input type="checkbox"/> Dynamic-1 Ad	Leaderboard-small	1 GIF/Code+1 URL+1 Loop	\$2,600.00
<input type="checkbox"/> Dynamic-1 Ad	Rectangle	1 GIF/Code+1 URL+1 Loop	\$2,300.00
<input type="checkbox"/> Dynamic-1 Ad	Square	1 GIF/Code+1 URL+1 Loop	\$1,800.00

Month of year requested for run of each Banner Ad

(Run-time of 4 weeks)

Month for Ad #1: _____

Month for Ad #2 (if applicable): _____



Page Placement of Banner Ads (page 2)

Drug Company Name: _____

Rep Name Completing Form: _____

Note some pages have restrictions on Banner size, as shown

Conference Pages (available either year-round or seasonal, as noted):

- Attendee Conference Info**—*only Leaderboard large or small type ads* (year-round page):
www.pharmacy purchasing.com/attendee-info-registration
- Call to Speakers** (year-round page):
www.pharmacy purchasing.com/call-for-speakers-annual-nppa-conference
- Educational Agenda/Event Schedule** (**seasonal**, from start of opening for conference attendee registration through the month of that year's conference):
www.pharmacy purchasing.com/nppa-conference-educational-program
- Annual Conference Info** for both Attendees & Exhibitors (year-round page):
www.pharmacy purchasing.com/nppa-conference
- Scholarship Program for Attendees**—*not offered in Rectangle size ads* (year-round page):
www.pharmacy purchasing.com/nppa-conference-scholarship-program
- Exhibitor List**—*only Leaderboard large or small type ads* (**seasonal**, from start of opening for conference exhibitor orders—previous year's list page provided below as example):
www.pharmacy purchasing.com/2025-nppa-conference-exhibitor-list/
- Sponsorship Directory**—*only Leaderboard large or small type ads* (**seasonal**, from start of opening for conference exhibitor orders through one month after that year's conference):
www.pharmacy purchasing.com/sponsorship-directory-nppa-conference

Membership Pages (all are available year-round):

- About NPPA**—*only Leaderboard large or small size banners*:
www.pharmacy purchasing.com/about-nppa
- Join NPPA**:
www.pharmacy purchasing.com/join-nppa-order-forms
- Outstanding Buyer Award Program**—*not offered in Rectangle size banners*:
www.pharmacy purchasing.com/outstanding-buyer-award
- Incentives for NPPA members**:
www.pharmacy purchasing.com/member-incentive-programs

Run-Time, Ad Specs, Discounts & Payment Terms (page 3)

RUN TIMEFRAME & SCHEDULE

After receipt of the required and correct ad materials and the fee has been paid in full, NPPA will place the ad on their website within 1 week.

Timeframe for each ad to run after their initial posting is 4 weeks.

First-come/first serve on any duplicate requests for certain page placements by other vendor-advertisers.

SPECS OF AD SUBMISSIONS

Provide your Banner Ad files in JPEG format for Static types, or as a GIF file or ad code for Dynamic types, along with details of the URLs each should link to (and/or how many rotations). Send files and details with order form or afterwards, to: Advertising@PharmacyPurchasing.com.

DISCOUNTS AVAILABLE

NPPA Member Discount: 7% discount (member within company). To add a membership (\$90 annually), see the [Join NPPA](#) page of our website.

Quantity Discount: If paying for 2 or more ads in advance, 5% may be discounted off the gross.

Ad Agency Discount: When using an approved off-site, 3rd party Ad Agency for reservations, receipt of materials, billing, and all communication regarding our advertising, you may take a 15% discount. All requirements must be met and approved to take the discount.

Discount Maximum & Exceptions: Maximum total discount allowed is 15%.

PAYMENT TERMS

Ads must be paid in full, before posting to NPPA website. Complete pages 1, 2, and 4, to send via email to Advertising@PharmacyPurchasing.com.

Payment by check, credit card or ACH are required to be received and completed before placing your Banner Ad on the NPPA website. For ACH payments, NPPA will contact you with the details to set up and submit such payments upon receipt of your order.

QUESTIONS?

Contact Jonathan Hewlett, NPPA Advertising Manager, at 858-581-6373. For any technical issues or clarifications, we may also have you speak with our Website Manager, Leah Noble.



National
Pharmacy
Purchasing
Association

NPPA
Phone: 888-544-NPPA www.pharmacy purchasing.com
Fax: 858-581-6372 info@pharmacy purchasing.com
4747 Morena Blvd., Suite 340, San Diego, CA 92117-3468

Payment Form (page 4)

Company name placing order: _____

Rep placing order's name, email, & phone: _____

Using offsite Ad Agency manager? Yes No

If Ad Agency, their company name, address, city, state, & zip code: _____

If Ad Agency, manager's email & phone: _____

Discounts Available (max of 15% total allowed)

- NPPA Member Discount: 7%
- Offsite Ad Agency Discount: 15%
- Quantity Discount (2 or more ads): 5%

Payment Options

- ACH payment (*after choosing this option, we will contact you with details to set up & submit*)
- Pay total amount for order by Credit Card, as approved below (*we accept all cards*)
- Hold Credit Card only to reserve, for Check in Process (*an invoice will be provided, and your ad will not be placed until we receive your payment*)

Total Due: \$ _____

Charge Date: _____

Credit Card Number: _____

Expiration Date (MM/YY): _____

Billing ZIP Code: _____

Cardholder Name/s (printed): _____

Signature of Cardholder: _____ Date of Signature: _____

SEND COMPLETED FORMS (PAGES 1, 2 & 4) TO:

Advertising@PharmacyPurchasing.com