

NPPA *RxBuyer E-News*

2026 Advertising Rates, Positions, Specs & Deadlines

<u>Type</u>	<u>Size</u>	<u>Format</u>	<u>Gross per Ad</u>
Advertorial w/Photo Ads (1-2)	Up to 175 words	Text+JPEGs	\$750.00
Photo Ad	Sizes can vary	JPEG+URL	\$600.00

ORDER TERMS

Advertorials: Content must first be approved by NPPA. Text portion provided in Word doc and Photo Ads as JPG files. Maximum of 175 words of text content, or an additional fee may be charged (if the case, please advise of total word count as soon as known so NPPA can determine if needed and what extra cost). Maximum of two (2) Photo Ads allowed per Advertorial (or an additional fee may be charged). You provide us with the specific web address links for each Photo Ad, which will be embedded within the photos as you have indicated.

Discounts Available: NPPA member in your company—7%. Quantity series of 4, paid in advance—5%. Outside Ad Agency—15% (third party agency that handles billing). Maximum total discounts allowed—15%.

Payment Terms: Credit card must be provided at time of order, to either pay in full or “hold” your reservation. If you are not paying by credit card at time of order, you will be billed after your reservation order is received, with payment due upon receipt of our invoice.

PRODUCTION MONTHS & SCHEDULE

RxBuyer E-News is distributed in January, April, July, and October, by the end of each edition’s month or first week after it. Note: Dates are subject to slight changes, please check with NPPA if you have a crucial deadline.

DEADLINES

- **Order Form & Content:** Send by 15th of month prior to production month (such as September 15 for the October edition).
- **Payments:** Provide by 25th of month prior to production month (such as September 25 for October edition).



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Please visit our website at
wgccrx.com

To order WGCC products, please contact your wholesaler
or call Customer Service at 1-888-493-0861.

Content provided by WG Critical Care, as a paid-for advertisement.

FILE TYPES TO SUBMIT ALL CONTENT

Text content for Advertorials sent in Word doc format. Photo Ads provided as JPEG files.

DISTRIBUTION

RxBuyer E-News is distributed to approximately 1,700 total Pharmacy professionals and Group Purchasing Organization reps.



National
Pharmacy
Purchasing
Association

NPPA

Phone: 888-544-NPPA www.pharmacypurchasing.com

Fax: 858-581-6372 info@pharmacypurchasing.com

4747 Morena Blvd., Suite 340, San Diego, CA 92117-3468

2026 NPPA Advertising in RxBuyer E-News

Order & Payment Form

<u>Type of Ad</u>	<u>Gross Per Ad</u>	<u>Series/Quantity in Order</u>
☐ Advertorial w/Photo (up to 2)	\$750.00	☐ 1-issue <i>or</i> ☐ 4-issues (full year)
☐ Photo alone-JPEG+URL	\$600.00	☐ 1-issue <i>or</i> ☐ 4-issues (full year)

Discounts Available (max of 15% total allowed)

- ☐ NPPA Member Discount: 7%
- ☐ Offsite Ad Agency Discount: 15%
- ☐ Quantity/Series 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, to wait for a check in process (*an invoice will be provided, and your ad will not be placed until we receive your payment*)

Gross Amount (before any discounts): \$ _____

Discounts to apply: \$ _____

Total Due: \$ _____

Charge Date: _____

Card Number: _____

Expiration Date (MM/YY): _____

Billing ZIP Code: _____

Name/s of Cardholder: _____

Signature of Cardholder: _____ Date of Signature: _____

SEND COMPLETED FORMS TO:

Advertising@PharmacyPurchasing.com