ADVERTISING OPPORTUNITIES WITH
CANADIAN PHARMACISTS JOURNAL
Official Publication of the Canadian Pharmacists Association
All Advertising subject to CPhA approval.

2017 PRINT ADVERTISING RATES
(All print and digital rates listed in CAD)

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W 1 page</td>
<td>$5,625</td>
<td>$5,510</td>
<td>$4,795</td>
<td>$4,555</td>
<td>$4,100</td>
</tr>
<tr>
<td>½ page</td>
<td>$4,500</td>
<td>$4,410</td>
<td>$3,835</td>
<td>$3,645</td>
<td>$3,280</td>
</tr>
<tr>
<td>¼ page</td>
<td>$2,700</td>
<td>$2,645</td>
<td>$2,300</td>
<td>n/a</td>
<td>n/a</td>
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</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above) $1,566

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips: An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands: Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts: Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
<th>Earned B&amp;W rate + 35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
</tbody>
</table>

Facing Table Of Contents .... Earned B&W rate + 30%
Facing First Text Page ... Earned B&W rate + 25%
Other Specified Positions ... Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS
Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS
Target the mailing list of your choice by sponsoring subscriptions to the journal.

2017 DEADLINES

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Reservations</th>
<th>Materials Closing</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>11/22/2016</td>
<td>12/1/2016</td>
<td>12/12/2016</td>
</tr>
<tr>
<td>March/April</td>
<td>1/26/2017</td>
<td>2/2/2017</td>
<td>2/13/2017</td>
</tr>
<tr>
<td>May/June</td>
<td>3/29/2017</td>
<td>4/5/2017</td>
<td>4/14/2017</td>
</tr>
<tr>
<td>July/August</td>
<td>5/31/2017</td>
<td>6/7/2017</td>
<td>6/16/2017</td>
</tr>
<tr>
<td>September/October</td>
<td>8/2/2017</td>
<td>8/9/2017</td>
<td>8/18/2017</td>
</tr>
<tr>
<td>November/December</td>
<td>9/28/2017</td>
<td>10/5/2017</td>
<td>10/16/2017</td>
</tr>
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</table>
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GENERAL INFORMATION

FREQUENCY: 6 times/year

PRINT CIRCULATION: 18,215 Paid

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320
USA. Phone: (805) 499-0721, Fax: (805) 410-7009

SOCIETY AFFILIATION: Canadian Pharmacists Association (CPhA)

ABOUT CPhA
The pharmacy profession and health care in general are changing, creating new opportunities for pharmacists to focus on providing better patient care. Since 1907 CPhA has charted the course through many developments in pharmacy, and continues to be the voice of pharmacists in Canada.

Their mission is to advocate for pharmacists and support its members to advance the profession and enhance patient outcomes. They see the pharmacist as the health care professional whose practice, based on unique knowledge and skills, optimizes medication use and enhance patient outcomes.

ABOUT THE JOURNAL
Established in 1868, the Canadian Pharmacists Journal is the oldest continuously published periodical in Canada. Its mission is to support pharmacists in optimizing patient care by linking knowledge to practice. Its vision is to become the leading journal for the application of research and knowledge into pharmacy practice.
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2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>September/Oct</td>
<td>Canadian Pharmacists Conference 2017</td>
<td>June 2-5, 2017, Quebec City, QC</td>
</tr>
<tr>
<td></td>
<td>AD PERCEPTION READER SURVEY</td>
<td>FREE AD PERCEPTION READER SURVEY for all advertisers 1/2 page and larger</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 1/8” w x 10 7/8” h

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page horizontal</td>
<td>7” w x 4 7/8” h</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 3/8” w x 10” h</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 3/8” w x 4 7/8” h</td>
</tr>
</tbody>
</table>

Live matter: ¼” from trim
Linescreen: 133-150

B&G Ads: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions
Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8” from gutter. All live copy should be no closer than ¼” from the trim. For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS
Final size of all BRCs must be 4 1/4” x 6”.
Minimum paper weight is 7 pt.
Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.
Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

DIGITAL ADVERTISING DISCLAIMER
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING
Mac McKay
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 490-7420
Fax: (805) 375-5282
E-mail: mac.mckay@sagepub.com

FOR ARTWORK DELIVERY
Katie Waters
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7219
Fax: (805) 410-7356
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Jan Price
Customer Service Lead Team
Quad Graphics Printing
1700 James Savage Rd.
Midland, MI 48642
Phone: (989) 698-1356

FOR REPRINT AND SUPPLEMENT SALES
Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com