

PHARMACY PRACTICE NEWS

The Pharmacist's News Source

Media Kit 2026



Print Offerings

PPN Print Media Planner
PPNSE Media Planner
PTR Media Planner
Belly Tips
Classified Advertising
Corporate Profiles
Corporate Spotlight
New Product/Service
Signet Ad Study
Exhibitor Preview
Buyer's Guide

Digital Offerings

PPN Digital Media Planner
New Product/Service
Specialty e-Newsletters
Retargeting





#1

PPN is ranked #1 in these key readership categories:

Ad Page Exposures^a
Cover-to-cover + Read/Look^b
Average Page Exposures^c

^a Managers practicing more than 20 years, Kantar 2023 Pharmacy Survey

^b Managers, Kantar 2023 Pharmacy Survey

^c Formulary Committee Members, Kantar 2023 Pharmacy Survey (+/-3% SD)

All scores based on the 2023 Kantar Media Health-System Pharmacy Readership Study.

For more details, see next page.



2024 Gold Award Winner
Technology & Innovation Reporting
Opportunities and Pitfalls for AI in Pharmacy



2025 Finalist
Pharmacists Poised to Lead Pharmacogenomics Implementation

2026 Calendar: Conference distribution and editorial information

JANUARY

BONUS DISTRIBUTION:

ASPEN, Feb. 14-17, Long Beach, CA

MEETING COVERAGE:

ASHP Midyear

FEATURING:

Automated dispensing cabinets

FEBRUARY

MEETING COVERAGE:

ASHP Midyear

BONUS DISTRIBUTION:

SCCM, March 22-24, Chicago

FEATURING:

USP compliance update

Drug diversion

RFID

PPN EXCLUSIVE:

ISMP's annual med errors review

MARCH

BONUS DISTRIBUTION:

HOPA, March 25-28, New Orleans

MEETING COVERAGE:

SCCM

FEATURING:

Parenteral nutrition ASPEN update

IV workflow management

APRIL

BONUS DISTRIBUTION:

MAD-ID, May 14-17, Orlando

FEATURING:

Rapid diagnostic testing

Managing drug waste

MAY

BONUS DISTRIBUTION:

ASM Microbe, June 4-8, Washington, DC

ASHP Futures, June 13-17, St. Louis

MEETING COVERAGE:

HOPA, CROI

FEATURING:

Nutrition

Cleanroom management

JUNE

MEETING COVERAGE:

AMCP, ASPEN

FEATURING:

ISMP medication safety update

PHARMACY PRACTICE NEWS SPECIAL EDITION

The Annual Compendium of Compounding

Distributed at every conference PPN attends

from June 2026 to May 2027.

JULY

MEETING COVERAGE:

MAD-ID, ASHP Futures, ASM Microbe

FEATURING:

Heme/Onc update

Antibiotic stewardship

SIGNET RESEARCH AD TEST ISSUE

AUGUST

MEETING COVERAGE:

ASHP Futures, MAD-ID, ASM Microbe

FEATURING:

Solid tumor update

CORPORATE PROFILES

SEPTEMBER

BONUS DISTRIBUTION:

IgNS, Oct. 15-18, Las Vegas

FEATURING:

Medication safety

PHARMACY TECHNOLOGY REPORT

Distributed at every conference PPN attends from September 2026 to August 2027.

OCTOBER

BONUS DISTRIBUTION:

IDWeek, Oct. 21-25, Washington, DC

FEATURING:

Sterile compounding update

ASHP EXHIBITOR'S PREVIEW

NOVEMBER

BONUS DISTRIBUTION:

ASHP Midyear, Dec. 6-10, Orlando

MEETING COVERAGE:

IDWeek

FEATURING:

Smart pumps

DECEMBER

MEETING COVERAGE:

IgNS, ACCP Annual Meeting

FEATURING:

Year in review, including 2026 drug approvals

PHARMACY PRACTICE NEWS SPECIAL EDITION

Distributed at every conference PPN attends from December 2026 to November 2027.

Additional Opportunities

➔ Digital Media Kit

➔ Corporate Spotlight

➔ 3-Month New Product/Service

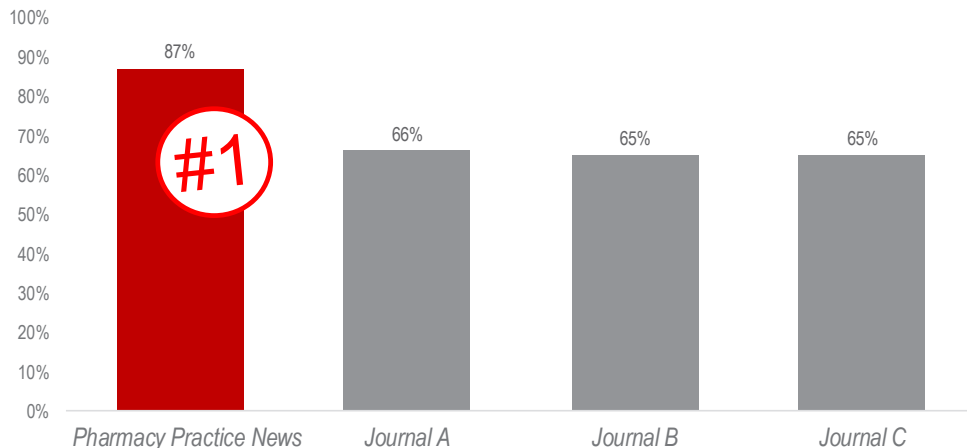
Review Articles Throughout the year, we run KOL-written clinical and technical review articles.

#1

Among Key Pharmacy Decision-Makers

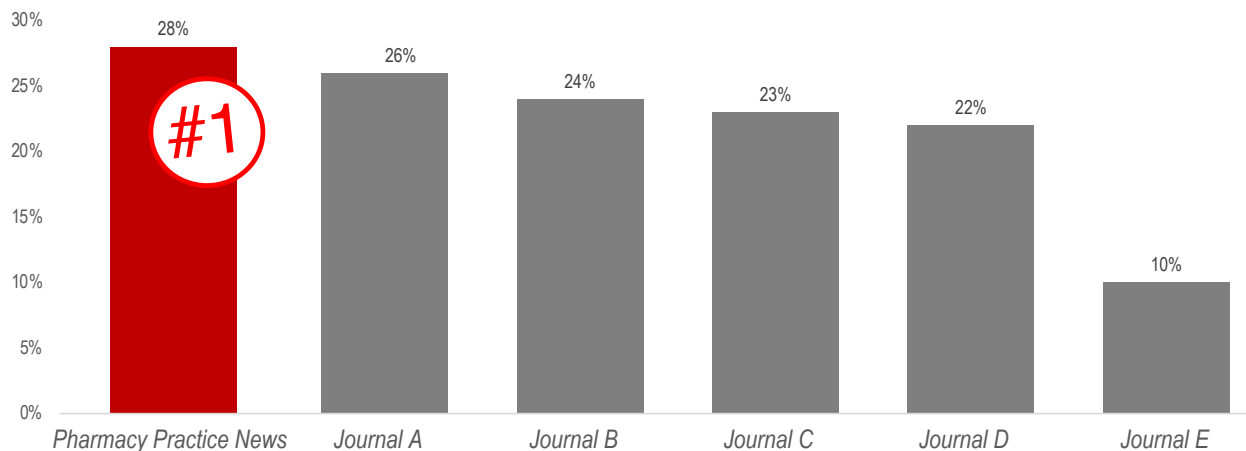
Print Media Planner 2026

Cover-to-Cover + Read/Look Managers



Source: Kantar Media Healthcare Research Pharmacy 2023 Multimedia Study Table 624; MMOL.

Page Exposures Managers



Source: Kantar Media Healthcare Research Pharmacy 2023 Multimedia Study (managers practicing more than 20 years).

Total Circulation

31,018

Hospital & Pharmacy Directors & Chiefs	18,497
Formulary Directors	359
Clinical Pharmacists	11,190
Specialty Pharmacists	132
Staff Pharmacists	614
Other Titled and Non-Titled Personnel	226
Circulation Total	31,018

Formulary Dir is composed of Formulary Dir and Pharmaceuticals & Therapeutics Comm Chair
April, June & September issues will be sent only to Hospital & Pharmacy Directors & Chiefs + Formulary Directors.

PharmacyPracticeNews.com

Unit
970 × 250
300 × 600
970 × 90
728 × 90
320 × 50
300 × 250

Minimum monthly buy is \$2,500 net. All rates listed are net.

Instream Video
Monthly Flat Rate

42,300

Page views per month

163,600

Website impressions per month

25,000

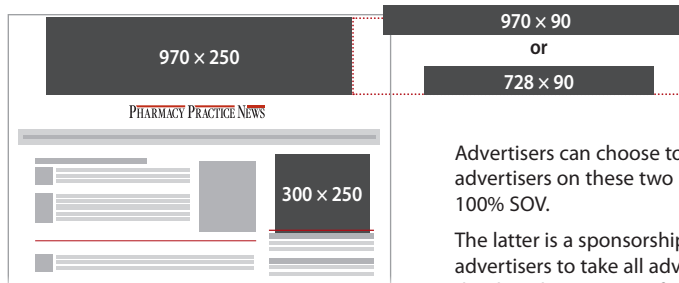
Retargeting impressions available monthly

Data supplied by Google Analytics.



Digital Issue Pages

Unit
970 × 250
970 × 90
728 × 90
320 × 50
300 × 250
100% SOV



Advertisers can choose to be coupled with other advertisers on these two premium pages or have 100% SOV.

The latter is a sponsorship offering that allows advertisers to take all advertising units displayed on the digital issue pages for their desired month(s)

e-Newsletters

e-Newsletters
728 × 90
300 × 250
Targeted e-Newsletters
e-Blasts and In-Focus e-Newsletters
Includes both 728 × 90 and 300 × 250

Minimum monthly buy is \$3,000 net. All rates listed are net. e-Newsletter rates are per individual deployment.

e-Newsletter Series

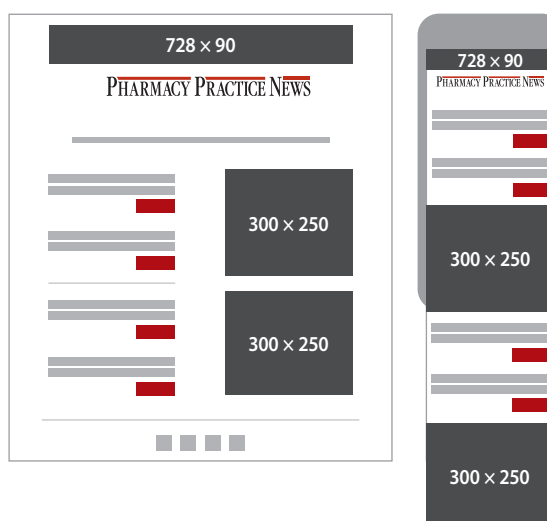
In addition to our standard, thrice weekly e-Newsletters, we have two targeted e-Newsletters.

In-Focus e-Newsletters feature stories on a particular topic selected by you.

PPN Dispatch e-Newsletters feature news dispatches from medical meetings.

e-Blasts

PPN has e-Blast services available where your ad can be sent in its own email to our entire Opt-in list of subscribers.



16,033

Opt-in recipients

44.2%

Total open rate

33.31%

Unique open rate

Data supplied by Robly.

PharmacyPracticeNews.com Digital Ad Specifications

Website					
Desktop					
Dimensions	970 × 250	970 × 90	728 × 90*	300 × 250	300 × 600
Name	Billboard	Super Leaderboard	Leaderboard	Medium Rectangle	Half Page
Initial File Size	50k				
Polite File Size	100k				
Rich Media	Yes				
Third Party	Yes				
Expandable (user initiated)	–	2× (970 × 180)	2× (728 × 180)	2× (600 × 250)	2× (600 × 600)
Expandable Direction	–	Down	Down	Right or left	Left
Static Image	jpg/gif				
HTML 5	Yes				
Frame Rate	24				
Border	1px				
Animation/Looping	Unlimited				
Z-Index	1,000,000	1,000,000	2,000,000	3,000,000	3,000,000
Mobile					
Dimensions	320 × 50*		300 × 250	300 × 600	
Name	Mobile Leaderboard		Medium Rectangle	Half Page	
File Size	30k				
Rich Media	Yes				
Third Party	Yes				
Static Image	jpg/gif				
HTML 5	Yes				
Border	1px				
Animation/Looping	Yes				
e-Newsletter					
Dimensions	728 × 90		300 × 250	300 × 600	
Name	Leaderboard		Medium Rectangle	Half Page	
File Size	40k				
Rich Media	No				
Pixel Tracker	Yes				
Static Image	jpg/gif				
HTML 5	No				
Border	1px				
Animation/Looping	Yes				

Please submit digital ad materials to digitalads@mcmahonmed.com

Send submission email, including the name of the website and the month in which the ad is scheduled to run, at least 3 business days before the start of the scheduled month.

Contact Information

Group Publication Director
David Kaplan, (973) 885-2315
dkaplan@mcmahonmed.com

Manager of Publishing Sales
Lillie Onday, (732) 979-7009
londay@mcmahonmed.com

Advertising, Editorial and Production Offices
545 West 45th Street, 8th Floor | New York, NY 10036
Tel: (212) 957-5300

Corporate Office
West Redding, CT

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by the publication.

All DFA tags except tracking pixels must be submitted as Internal Redirects.

All audio must be user initiated (via click).

Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

*If you reserve a Leaderboard (728x90), you must also provide a Mobile Leaderboard (320x50) file to appear on mobile devices.

Animated gifs are permitted, but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1x1 and click tracker.

Advertorial Spotlight:

Title: 50 characters including spaces
Description: 400 characters including spaces
Photo/Logo: 100x100 (maximum size)

e-Blasts:

Keep the width between 600 to 700 pixels for better readability.

Use inline CSS for better compatibility.

No JavaScript, advanced CSS, form elements, or external fonts are allowed.

Include 2 different email headlines.

Mobile Responsive: Ensure mobile compatibility with percentage-based widths, table layouts, and media queries.

Cross-Client Compatibility: Ensure mobile and desktop compatibility across Outlook, Apple Mail, Gmail, Yahoo Mail, Hotmail, and other major email clients.

File Format and Delivery: Please send the HTML file compressed in a zip file.

Pharmacy Practice News provides health-system pharmacists with accurate, relevant and up-to-date information that improves clinical practice. *PPN* offers news as well as regular features focusing on medication safety, pharmacy leadership, technology and new FDA drug approvals, and our renowned educational reviews.

Pharmacy Practice News is ranked

#1 in Readership!
Ad Page Exposures^a
Cover-to-cover + Read/Look^b
Average Page Exposures^c

^a Managers practicing more than 20 years, Kantar 2023 Pharmacy Survey

^b Managers, Kantar 2023 Pharmacy Survey

^c Formulary Committee Members, Kantar 2023 Pharmacy Survey (+/-3% SD)

BONUS CONFERENCE DISTRIBUTION*

JANUARY: ASPEN

FEBRUARY: SCCM

MARCH: HOPA

APRIL: MAD-ID

MAY: ASM Microbe, ASHP Futures

SEPTEMBER: IgNS

OCTOBER: IDWeek

NOVEMBER: ASHP Midyear

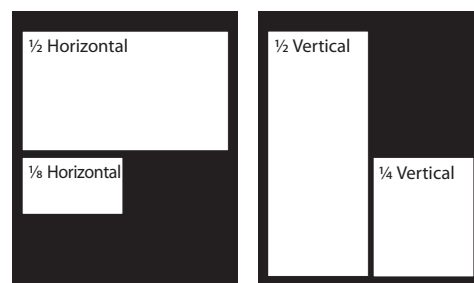
*Subject to change

TOTAL CIRCULATION	31,018
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Formulary Dir is composed of Formulary Dir and Pharmaceutics & Therapeutics Comm Chair

April, June & September issues will not be sent to Staff Pharmacists or Other Titled and Nontitled Personnel

SAMPLE AD SIZES



AD UNIT DIMENSIONS

Ad Unit	Trim Size	
	Width	Height
King page (tabloid)	9.667"	11.5"
1/2 King (horizontal)	9.667	5.667
1/2 King (vertical)	4.75	11.5
1/4 King (vertical)	4.75	5.667
1/8 King (horizontal)	4.75	2.75

Format: Tabloid size

Publication Trim Size: 10.5" x 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

Commitment Deadline: 1st of prior month

Material Due: 10th of prior month

Issuance Date: 15th of each month

ONLINE JOB BOARD

PHARMACYPRACTICENEWS.COM/CLASSIFIEDS

30 days **60 days** **90 days**

Half rate with all print ad programs

AD PLACEMENT/AD MATERIALS

Craig Wilson, Classified Advertising Manager
McMahon Publishing
545 West 45th Street, 8th floor
New York, NY 10036
(347) 721-0571
cwilson@mcmahonmed.com

MATERIAL REQUIREMENTS

Acceptable ad formats: Adobe Acrobat PDF files: Basic Distiller settings; no OPI; no ICC profiles; no trapping; embed all fonts; effective resolution minimum 300 dpi; include bleed; RGB files not accepted; convert composite fonts to outlines

Text-only ads may be submitted via Microsoft Word document.

Acceptable software: Acrobat Distiller (PDF files)
4.x and 5.0 (recommended)

Supplemental Publications Media Planner 2026

Why support our Supplemental Publications? It is all about repetitive reach.

- Our supplements will be distributed via polybag with a regular issue of *PPN* and/or *SPC*.
- They will also be distributed from our exhibit booth at 13 meetings for 12-months after they print. That is 14 touch points with our readers!
- The editorial content is often filled with charts, graphs and algorithms lending to a reference manual style. As a result, readers keep these for a full year and often refer to them multiple times. Each time they do, more ad exposures are delivered.

PHARMACY PRACTICE NEWS SPECIAL EDITION

Pharmacy Practice News now publishes two annual *Special Editions*. The first is an *SE* focused on compounding published in June, and the second is a compilation of review articles in December.

- **June:** Single-topic compendium of news, features and review articles from the pages of *Pharmacy Practice News*.
- **December:** Timely, in-depth clinical reviews provide a valuable tool that readers refer to for a full year.
- **Unequaled Reach:** Mailed to hospital pharmacy chiefs and directors, formulary directors, and clinical pharmacists.



PHARMACY TECHNOLOGY REPORT

Pharmacy Technology Report (PTR) mails with the September issues of *Pharmacy Practice News* and *Specialty Pharmacy Continuum* to give pharmacists the information they need to provide technology-enhanced, high-quality patient care—and to do so cost-effectively.

PTR focuses on all aspects of technology used in the pharmacy.

Continuous Technology Coverage on the Web!

- Web-only, breaking news stories posted regularly.
- Video interviews and podcasts with the nation's top pharmacy informatics experts are also among our digital offerings.

PTR Buyer's Guide

- Listings of individual products complete with product description, a photo, company contact info and logo.
- A cost-effective way to highlight individual products & services and complement your display ad.
- All Buyer's Guide listings are posted on our website with links to the advertisers' sites.

Distributed to selected readers of
PHARMACY PRACTICE NEWS
and
Specialty Pharmacy Continuum



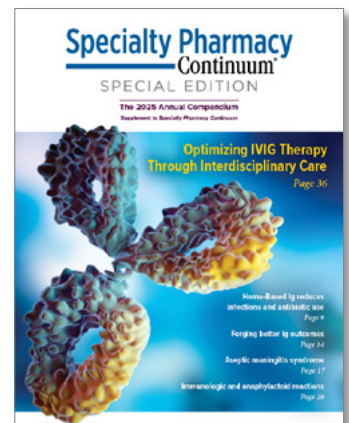
Special Issue or Supplement – NE
Regional Silver

Specialty Pharmacy Continuum[®] SPECIAL EDITION

Specialty Pharmacy Continuum publishes one Special Edition annually on key clinical areas that require specialty pharmacist expertise. Topics may rotate from year to year, depending on therapeutic and market trends. The 2025 edition included five exclusive reviews on IG therapy, focusing on topics such as patient and product selection, how to avoid anaphylactic reactions

during IG infusions, and optimizing IG therapy through certification and training.

The Special Edition is mailed to the full circulation of *Specialty Pharmacy Continuum*, which includes specialty pharmacy and managed-care decision-makers. It also will be distributed from our booth at key 2026 pharmacy conferences.

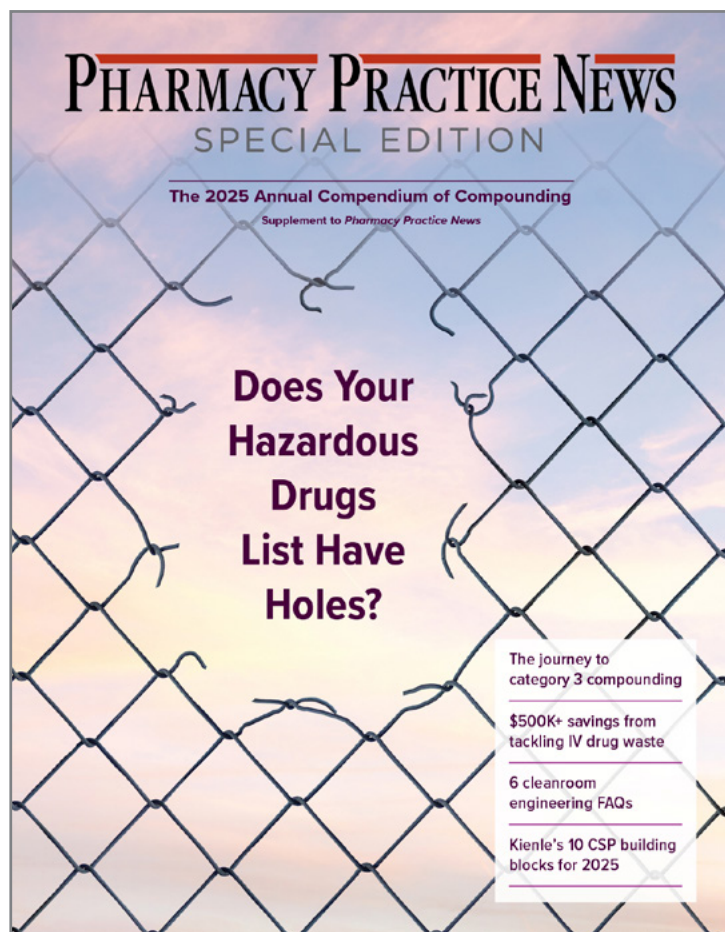


PHARMACY PRACTICE NEWS

SPECIAL EDITION

Print Media Planner

2026



Circulation

Hospital & Pharmacy Directors & Chiefs	18,497
Formulary Directors	359
Clinical Pharmacists	11,190
Specialty Pharmacists	132
Other Titled and Non-Titled Personnel	6
Circulation Total	30,184

Conference Distribution*

- AMCP Nexus
- Asembia AXS26
- ASHP Futures
- ASHP Midyear
- ASM Microbe
- ASPEN
- HOPA
- IDWeek
- IgNS
- MAD-ID
- MHA Annual Business Summit
- NASP Annual Meeting & Expo
- NHIA
- SCCM

* Subject to change.

Sample Topics

- 503A and 503B Compounding: A Regulatory Update
- Advocating for and Implementing IV-WMS
- Antibiotic Stewardship: Best Practices With Old and New Agents
- Antimicrobial Efficacy Chart
- Environmental Sampling: How Often, How Widespread?
- Immune Globulins: Therapeutic, Pharmaceutical, Cost, and Administration Considerations
- Medication Errors: The Year in Review
- Parenteral Nutrition Guideline Update
- Rapid Diagnostics and Antimicrobial Stewardship
- Safe Handling of Hazardous Drugs
- Update and Tips for Pharmaceutical Waste Management
- USP Compliance: Update for 2025 and Beyond

Distributed to selected readers of
PHARMACY PRACTICE NEWS and **Specialty Pharmacy Continuum**



Featured Content

Articles about best practices in automation, informatics, patient safety, compounding and other technology used in the practice of pharmacy.

Circulation

Hospital & Pharmacy Chiefs & Directors	13,331
Specialty Pharmacy / Infusion Providers (NHIA)	8,615
Circulation Total	21,946

Conference Distribution*

- AMCP Nexus
- Asembia AXS26
- ASHP Futures
- ASHP Midyear
- ASM Microbe
- ASPEN
- HOPA
- IDWeek
- IgNS
- MAD-ID
- MHA Annual Business Summit
- NASP Annual Meeting & Expo
- NHIA
- SCCM

* Subject to change.

BUYER'S GUIDE

24

SAMPLE LISTING

COMPANY NAME.

High Alert and Line Tracing Labels

Address: 70 Industrial Drive, Ivyland, PA 18974
Phone: 800-523-8966
Fax: 800-323-8966
Email: info@companyname.com
Website: www.companyname.com

Product Description: Confusion of IV lines can have catastrophic results. Standards organizations have long recommended labeling and reconciling IV lines, but facilities have struggled with implementing workable systems. Medi-Dose/ EPS Line Tracing Labels help pharmacy and nursing overcome this challenge, enabling line traces for all IV and catheter lines.

- Reserve 3 listings and get the 4th free.
- **Product listings will be posted online with an embedded link to your website for a year.**
- Listing information must be submitted via email using the electronic listing submission form.
- A color product photo and color logo must accompany each entry via email. Acceptable image file formats are: EPS, TIFF, JPEG, Photoshop and Illustrator. All graphics must be 300 dpi minimum.

Buyer's Guide Listing Submission Form

Please type the listing information in the appropriate text fields.

A separate form must be filled out completely for each product to be included in the Buyer's Guide. Uncompleted text fields will be omitted from the listing. All listing text is subject to editing for spelling, grammar and house style. No bold, underline, italics, bullets, etc.

Deadline for submission:

August 7, 2026

Please submit via email to your sales representative

Text to be included in your listing:

Company Name: _____

Product Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Website: _____

Product Description (400-character limit):

Product Photo Format (300-ppi min), check one: ☐ EPS ☐ TIFF ☐ AI ☐ PSD ☐ JPG

Logo File Format (300-ppi min), check one: ☐ EPS ☐ TIFF ☐ AI ☐ PSD ☐ JPG

SAMPLE LISTING

Please save your changes and return PDF via email along with 4-color product photo and company logo.

24

SAMPLE LISTING

COMPANY NAME.

High Alert and Line Tracing Labels



Address: 70 Industrial Drive, Ivyland, PA 18974

Phone: 800-523-8966

Fax: 800-323-8966

Email: info@companyname.com

Website: www.companyname.com

Product Description: Confusion of IV lines can have catastrophic results. Standards organizations have long recommended labeling and reconciling IV lines, but facilities have struggled with implementing workable systems. Medi-Dose/ EPS Line Tracing Labels help pharmacy and nursing overcome this challenge, enabling line traces for all IV and catheter lines.



Circulation: 22,156

Specialty Pharmacists.....	11,381
Payors & Managed Care Pharmacy Personnel	5,863
Specialty Pharmacy/Infusion Providers.....	4,912
Circulation Total	22,156

Specialty Pharmacy/Infusion Providers is sourced from IQVIA & NHIA

Features

- Strategies for early identification and management of sepsis in patients on home-based IG therapy
- New IgNS survey shows more patients are seeking IG treatment, but delays in diagnosis and treatment are barriers that need to be overcome
- Home-based IG therapy reduces infections and antibiotic use

Sample Topics

- The Pharmacist’s Role in Managing Aseptic Meningitis in IG Therapy
- Foundations of Subcutaneous Immunoglobulin Therapy
- Immunoglobulin Therapy Optimization
- Management of Anaphylactoid Reactions with IVIG: New IgNS Standards of Practice (3.2 Updates)
- The Impact of Staffing on IG Care and Business Growth

Conference Distribution*

- AMCP Nexus
- Asembia AXS26
- ASHP Futures
- ASHP Midyear
- ASM Microbe
- ASPEN
- HOPA
- IDWeek
- IgNS
- MAD-ID
- MHA Annual Business Summit
- NASP Annual Meeting & Expo
- NHIA
- SCCM

* Subject to change.

Production Specifications

PHARMACY PRACTICE NEWS

Advertising Units	Trim Sizes		Non-Bleed Sizes <i>Live Area: 0.25" all sides</i>		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Standard "A" page (Island)	7.625"	9.375"	7.125"	8.875"	7.875"	9.625"
Standard "A" page spread	15.25"	9.375"	14.75"	8.875"	15.5"	9.625"
King page (Tabloid)	10.5"	13"	10"	12.5"	10.75"	13.25"
King page spread	21"	13"	20.5"	12.5"	21.25"	13.25"
¾ King page (vertical)	7.625"	13"	7.125"	12.5"	7.875"	13.25"
¾ King page (horizontal)	10.5"	9.375"	10"	8.875"	10.75"	9.625"
½ King page (vertical)	5.25"	13"	4.75"	12.5"	5.5"	13.25"
½ King page (horizontal)	10.5"	6.5"	10"	6"	10.75"	6.75"
¼ King page (vertical)	5.25"	6.5"	4.75"	6"	5.5"	6.75"
¼ King page (horizontal)	7.625"	4.5"	7.125"	4"	7.875"	4.75"
Business Reply Card	6"	4"	5.5"	3.5"	6.25"	4.25"

Print Media Planner 2026

Publication Trim Size: 10.5" × 13"

Page: 4 columns

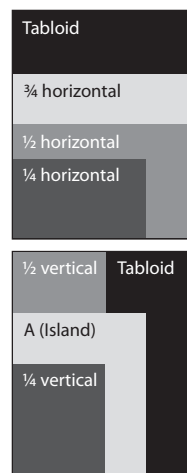
Printing Process: Web offset

Type of Binding: Saddle stapled

Inserts: King- and journal-size accepted. Tabloid-size inserts: Allow ½" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a ½" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a ½" head trim. For all inserts, to allow for tipping, no live text should appear within ⅝" of the gutter.

Insert and Belly Tip Quantity: 35,000

Paper Stock: From 60# text to 100# text maximum.



Supplemental Publications

Advertising Units	Trim Sizes		Non-Bleed Sizes <i>Live Area: 0.25" all sides</i>		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Full page	8.375"	10.75"	7.875"	10.25"	8.625"	11"
Full page spread	16.75"	10.75"	16.25"	10.25"	17.25"	11"
½ Page (horizontal) (PTR only)	8.375"	5.375"	7.875"	4.875"	8.625"	5.625"
½ Page (vertical) (PTR only)	4.0625"	10.75"	3.5625"	10.25"	4.1875"	11"
¼ Page (PTR only)	4.0625"	5.375"	3.5625"	4.875"	4.1875"	5.625"

Publication Trim Size:
8.375" × 10.75"

Page: 2 columns
Printing Process: Web offset

Inserts: Journal-size accepted. Allow for ⅛" trim from spine and head. Any excess will trim from face and foot.

Type of Binding: Perfect bound
Quantity: 34,000 (PPNSE); 24,400 (PTR); 26,000 (SPCSE)

DEADLINES

PPNSE JUNE ISSUE	PPNSE DEC. ISSUE	SPCSE ISSUE	PTR ISSUE
Space Reservation: April 13, 2026	Space Reservation: October 9, 2026	Space Reservation: June 2, 2026	Space Reservation: July 31, 2026
Materials Due: April 20, 2026	Materials Due: October 16, 2026	Materials Due: June 10, 2026	Materials Due: August 7, 2026
Issuance Date: May 20, 2026	Issuance Date: November 18, 2026	Issuance Date: July 16, 2026	Issuance Date: September 4, 2026

Belly Tips

	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
King-Size						
For PDFs to be printed	10.25"	6"	9.75"	5.5"	10.5"	6.25"
Supplied belly tip*	10.25"	6"				
Journal-Size						
For PDFs to be printed	8.25"	4"	7.75"	3.5"	8.5"	4.25"
Supplied belly tip*	8.25"	4"				

***Paper stock:** From 60# text to 100# text maximum. Additional production specifications such as wafer seals may be required if the belly tip is not a single double-sided sheet (e.g., includes a pocket or is folded closed).

PRODUCTION REQUIREMENTS

Acceptable Ad Formats:
Adobe Acrobat PDF/X-1a; 300 PPI. No spot colors or RGB. Embed all fonts and artwork. Free system or composite fonts must be outlined. Submit all ads at the bleed size; crop marks must be included to indicate the trim size and be positioned outside of the bleed area.

Ad Reproduction Guarantee:
Publications are printed to SWOP standards. Clients with color concerns provide a color press proof. Ads provided with spot colors or RGB images will automatically be converted to CYMK.

SHIPPING INSTRUCTIONS

Insertion Orders and Production Materials:
McMahon Publishing
Attn: Leona Smith
545 W. 45th St., 8th Fl.
New York, NY 10036
Tel: (212) 957-5300
lsmith@mcmahonmed.com

Receivables:
McMahon Publishing
545 W. 45th St., 8th Fl.
New York, NY 10036
Attn: Mariella Sindoni
Tel: (212) 957-53009
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