

# Rx TIMES™



**Media Kit 2012**

# OUR MISSION

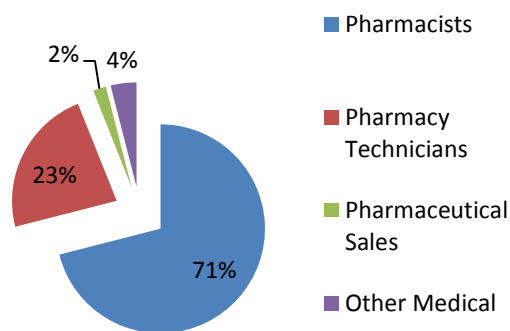
Rx Times Online Pharmacy Magazine is about bringing the most relevant industry information to your fingertips, in a professional manner with a personal touch.

Featuring valued insights from writers along with exclusive interviews and reviews, Rx Times is your destination for timely pharmacy industry information, continuing education, news, jobs and more.



# OUR READERS

## Connecting with Pharmacy Professionals



15% of Pharmacists are listed as an Executive or Pharmacy Manager.

## All Areas of Pharmacy

**Acute**  
**Ambulatory**  
**Clinical**  
**Community / Retail**  
**Consulting**  
**Government / Military**  
**Hospital**  
**LT Care**  
**Mail Service**  
**Managed Care**  
**Nuclear**  
**Specialty**

With over 100,000 page views monthly and over 15,000 on Rx Times eNewsletter mailing list, you can reach your desired audience – pharmacy professionals.

[www.rxtimes.com](http://www.rxtimes.com)

[info@rxtimes.com](mailto:info@rxtimes.com)

# ADVERTISING OPTIONS

## RxTimes.com Banner Advertising

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of RxTimes.com.

Leaderboard Banner	Dimensions: 728 px. X 90 px.	This is the premier position. This banner is across the leaderboard on RxTimes.com. Providing your company with the best potential for top exposure at a minimal cost.
Skyscraper Banner	Dimensions: 160 px. X 600 px.	Skyscraper banners are located on each article page. A prime opportunity to showcase your company's products or services.
Rectangle Banner	Dimensions: 300 px. X 250 px.	Rectangle banners are located on the right side of the home page. This space provides prime real estate to sell your products or services to pharmacy professionals and decision-makers.

## Rx Times eNewsletter Advertising

Another great way to reach out to your target audience. Our eNewsletter mailing list has over 15,000 pharmacy professionals and can include a focused target to meet your needs.

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Product Showcase	Showcase your latest product with this unique advertising opportunity. Includes a photo of your product and 50-word description with a direct link to your website.
Newsletter Sponsor	This premier placement provides your company top exposure at a minimal cost.
Job Posting	Promote your job opening(s) to a targeted distribution – pharmacy professionals. Allows for maximum exposure to your job opening.  Your job listing will also appear in our Pharmacy Career Center, the online recruitment resource for pharmacy professionals.

## Rx Times Pharmacy Career Center Advertising

Rx Times™ Pharmacy Career Center offers a premier electronic recruitment resource for the pharmacy industry. Here, employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs.

Target your recruiting and reach qualified candidates quickly and easily.

At Rx Times Online Pharmacy Magazine, we can customize any package to best fit your needs.



For more information please contact us at:

[info@rxtimes.com](mailto:info@rxtimes.com)

Or

Call toll free, 855-Rx-Times (855-798-4637)

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