

Journal of Managed Care Pharmacy (JMCP) 2012 Online Rate Card

Net cost per month per banner: \$1,000.00

**Your Leader Board Ad Here
728 x 90**

**Your Large Retangle Ad Here
234 x 180**

**Your Skyscraper Ad Here
160 x 600**

Third-party tags are accepted

Ads served via DART (DFP Doubleclick): ad server tracking URL must be imbedded in GIF, JPEG or target string URL

PointRoll and Rich Media accepted

Custom HTML and JavaScript snippets as well as tags from a third-party ad server or DoubleClick for advertisers are supported

An ad containing animation, sound, video, or interactive features requires a Flash (SWF) file version 6 or higher (flash expandable and pushdown ads are supported)

Rotation supported

Size: up to 1MB images/39k flash

Minimum Screen Resolution: 1024×768

Acceptable File Format: GIF, JPEG, SWF or PNG (must provide backup files)

Target URL required

FOR INFORMATION ABOUT ADVERTISING, CONTACT:

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