

# ANNUAL AWARENESS PACKAGE

Build product awareness with pharmacy decision-makers.

Enhance your branding and reach with a comprehensive and nationwide multimedia campaign. RXinsider's Annual Awareness Package educates pharmacy owners, managers, and directors through digital, print, video, social media, and email channels.



ANNUAL PACKAGE	ECONOMY	STANDARD	ADVANCED	PREMIUM
Pharmacy Market BUZZ Landing Page	✓	✓	✓	✓
BUZZ News Posts	6	12	24	24
Pharmacy500 Platinum Pages	Quarter-Page Ad	Half-Page Ad	Full-Page Ad	Full-Page Ad
Pharmacy500 Platinum Pages Profile (Quarter-Page)	✓	✓	✓	✓
Pharmacy500 Marketplace Profile	✓	✓	✓	✓
Shared Across RXinsider's Social Channels (LinkedIn, Facebook, X)	✓	✓	✓	✓
Product Spotlight Video (1)	✓	✓	✓	✓
20Ways Profile (2-Page Spread)		1	2	2
One (1) Month Banner Ad (exclusive) eNewsletter or Leaderboard				✓
<b>ANNUAL INVESTMENT</b>	<b>\$9,900</b>	<b>\$16,800</b>	<b>\$26,700</b>	<b>\$39,600</b>



## Pharmacy500 Platinum Pages

A categorically-driven annual buyer's guide for pharmacy management in every practice setting to research and connect with leading product and service providers through display ads and company profiles.

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40,000 Print • Social Media • Conferences • Email

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Retail/Community • Health System • LTC • Specialty • Infusion • Compounding

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Print • Digital Issue

## 20Ways

A quarterly publication dedicated to educating pharmacy managers on products and services that serve to improve patient care or to improve a pharmacy's financial bottom-line.

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Retail/Community/Specialty/LTC

27,000+ Print • Social Media • Conferences • Email (Winter, Spring, Fall)

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Health System/Infusion

12,000+ Print • Social Media • Conferences • Email (Winter, Summer)

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Print • Digital Issue



## Pharmacy500 Marketplace

A digital marketplace comprised of 80+ supply chain categories aisles with company profiles, subject matter experts, resources, and more showcasing specific products/services.

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100,000 Annual Visitors  
360,000 Annual Impressions

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Web • Mobile

