

IJPC



*Our Compounding Knowledge,
Your Peace of Mind®*

INTERNATIONAL JOURNAL OF PHARMACEUTICAL COMPOUNDING

2025 MEDIA KIT



**Reach the Decision Makers of Independent, Compounding, and Hospital Pharmacy
100% PAID SUBSCRIBERSHIP**



Our Mission

Supporting personalized medicine through quality pharmaceutical compounding.

We Offer 5 Ways to Advertise:

01

DIGITAL JOURNAL

IJPC - PAGE 03

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WEBSITE FOR THE JOURNAL

IJPC.com - PAGE 04

03

WEBSITE FOR FORMULATIONS & TOOLS FOR COMPOUNDING

CompoundingToday.com - PAGE 04

04

EMAILED MONTHLY NEWSLETTER

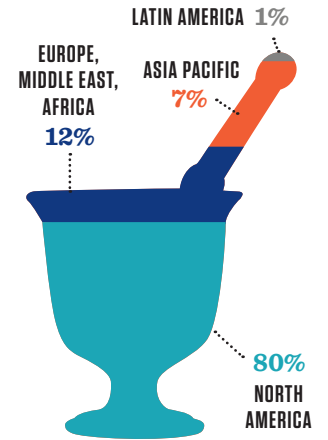
CompoundingToday.com E-Newsletter - PAGE 05

05

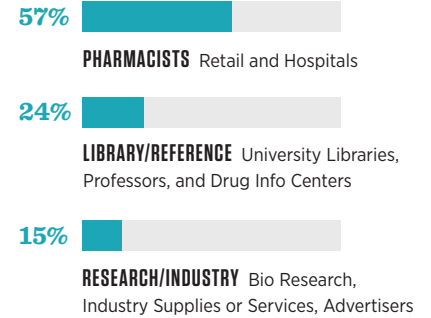
PHARMACY COMMUNITY - EMAIL

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GEOGRAPHY OF SUBSCRIBERS



DISCIPLINE



Our readers pay \$275/\$350 a year for six-issues and up to thousands of dollars a year for a site license. Subscribers report that IJPC and CompoundingToday.com are indispensable to their compounding practice. The Journal is distributed as full-color, fully-printable PDF files via IJPC.com, including your hyper-linked ad.

Not only do subscribers pay for the journal, but they pay \$750/\$900 a year to access information on our website, CompoundingToday.com. This website supplies pharmacists with the formulas and necessary tools for compounding.

Both CompoundingToday.com and IJPC standard subscriptions are typically made accessible to multiple pharmacy staff members. Each site license provides access to hundreds of users at universities, hospital groups, and larger chain pharmacies.

IJPC's subscribers are pharmacy owners, pharmacists in charge, or directors of hospital pharmacy. They are the decision makers of pharmacy. Our readers support businesses that support compounding. Having an ad in IJPC will give your company credibility with this loyal niche market.

ADDED VALUE

- When you advertise in the digital journal, we will thank your company in our CompoundingToday.com E-newsletter that month with your logo and a link to your company's website.
- When you advertise at least 3 times in the digital journal per year, your company will be included in our Compounders' Resource Directory. This is email blasted to all our subscribers two times a year. It is also uploaded on the Compounders' Network List, IJPC.com, and CompoundingToday.com. It includes your company's contact information and your company will be listed under two pharmacy categories.

Benefits

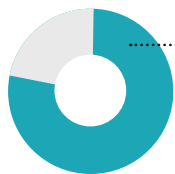


Our Subscribers

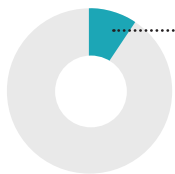
IJPC's readers are the pharmacy owners, pharmacists in charge of major chains, and Directors of Hospital Pharmacy... therefore, THE DECISION MAKERS.



100%
of Hospitals Compound



79%
of All Pharmacies Compound



10%
(\$22-25 Billion of All Prescriptions Are Compounded)

Who Compounds and Why It Matters to Your Company

- 100% of hospitals compound
- 79% of community pharmacies compound
- Community pharmacy prescription sales: \$82 billion annually*
- **10% of all prescriptions are compounded** (both hospitals and community pharmacy) which represents between **\$22-25 billion dollars annually**

*From NCPA

CONTENT

IJPC is the ONLY journal in the world dedicated to pharmaceutical compounding. It is a peer-reviewed, scientific journal. The journal contains content on: USP <797> (sterile compounding), USP <795> (non sterile compounding), USP <800>, Vet, Bio-identical Hormone Replacement Therapy, Pain Management, Formulations, Calculations, Peer Reviewed, Quality Control, Hazardous Drugs, Investigational Drugs, and New Revisions to Current Chapters, including USP <800>.

IJPC has published more articles on USP <797> than any other publication in the world.

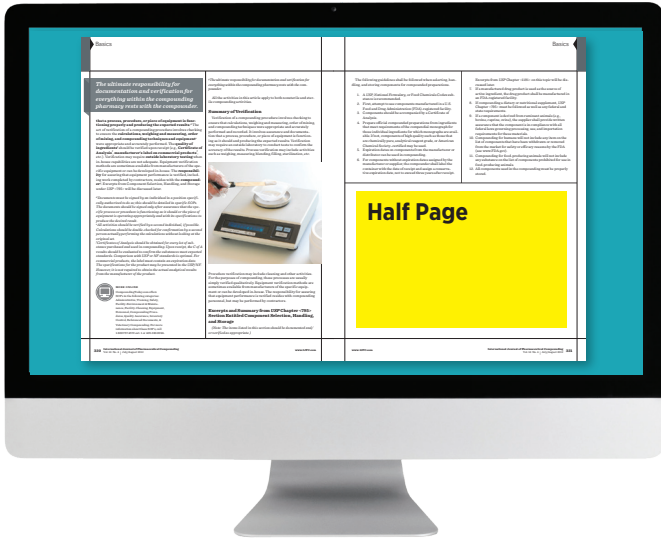
MEDLINE

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IJPC

THE INTERNATIONAL JOURNAL OF PHARMACEUTICAL COMPOUNDING



ABOUT IJPC

The Journal is distributed bi-monthly as full-color, fully-printable PDF files via IJPC.com, including your hyper-linked ad. IJPC's subscribers are pharmacy owners, pharmacists in charge, or directors of hospital pharmacy. They are the decision makers of pharmacy. IJPC is the only publication focusing on quality pharmaceutical compounding.

- At least 3,500 digital downloads per issue.
- IJPC is not a throw away publication.

ADVERTISEMENT RATES

Color	1x	3x	6x
Inside Front Cover	\$6,600	\$5,940	\$5,643
Inside Back Cover	\$5,830	\$5,390	\$5,049
Back Cover	\$7,370	\$6,820	\$6,350
Premium Positions	\$6,640	\$5,960	\$5,280
Full Page Spread	\$9,185	\$8,220	\$7,250
Full Page	\$5,870	\$5,280	\$4,690
Half Page (V or H)	\$3,585	\$3,260	\$2,930
Third Page (V or H)	\$2,720	\$2,550	\$2,410
Quarter Page	\$2,370	\$2,100	\$1,900

Premium Position 1: First Right of Table of Contents

Premium Position 2: First Right of PreScript

Premium Position 3: First Right of First Article; (A signed contract is required for rate frequency discounts)

ADVERTISEMENT SIZES

Size	Format	Dimensions (Width x Height)	Trim Size (Width x Height)
Full Spread	Includes Bleed	17.25" x 11.125"	17" x 10.875"
Full Page	Includes Bleed	8.75" x 11.125"	8.5" x 10.875"
	No Bleed	7.375" x 10.00"	8.5" x 10.875"
Half Page	Horizontal	7.375" x 4.85"	
	Vertical	3.594" x 8.75"	
Third Page	Horizontal	4.812" x 4.875"	
	Vertical	2.313" x 8.75"	
Quarter Page	Horizontal	3.625" x 4.875"	

PRINT SUBMISSION

Send Files to: kcollier@IJPC.com and copy advertising@IJPC.com

Preferred File Format: Press Ready PDF

Publication Trim Size: 8.5" x 10.875" (Allow .50" margin)

Bleed: .125" on all sides

Color: CMYK (Please do not use PMS colors)

Please provide a full URL for the digital version of the print journal. Include any desired referral tracking parameters for use in Google Analytics or other referral tracking platform.

EMAIL BLAST: \$1 PER EMAIL.

Must purchase a minimum of 3 print ads to be eligible for Email Blast.

ART DEADLINES

Journal Issue	Art Deadline
January/February 2025	12.15.24
March/April 2025	2.15.25
May/June 2025	4.15.25
July/August 2025	6.15.25
September/October 2025	8.15.25
November/December 2025	10.15.25

IJPC.com

- Downloadable on demand
- 30,000 page views per month
- 11,000 user sessions per month
- Print advertisers receive priority web reservations.



ADVERTISEMENT SPECIFICATIONS

Description	Ad Size (Pixels)		Price (Per Month)
	File Size*	Display Size	
Rectangle (R1)	360 x 300	180 x 150	\$449
Mid-rise (MR)	360 x 600	180 x 300	\$549
Skyscraper (SS)	360 x 1200	180 x 600	\$649
Leaderboard (Home and Abstract Results Pages)	Dynamic** 1456 x 180	Dynamic** 728 x 90	\$849
Leaderboard (any other page)	1940 x 180 1000 x 200	970 x 90 500 x 100	\$249

*Double-resolution file best for new high-definition displays.

**Ad chosen to match user's display, please provide all sizes for best results.

WEB AD SUBMISSIONS

Send Files to: Chris Burr at Webmaster@IJPC.com & Advertising@IJPC.com

Due Date: Seven (7) days prior to advertising period

Border: Required 1 pixel minimum in non-black, contrasting color

Color: RGB

Display Text: Maximum of 120 characters of alternate text to be displayed during loading or when images are turned off.

File Types: Static: GIF, PNG, or JPEG; Animated: GIF

Looping: Animation set to 3 loops or less; No audio

Maximum Size: 100k; 200k for 180 x 600

Please provide the URL for linking.

All ads hosted from IJPC's servers - no third party scripting or servers.

Host at IJPC to avoid ad filters and guarantee fluid display.

Provide script/tag for ad networks or other servers.

Double-density encouraged for new, high-definition displays

Leaderboard - please include alternate 500 x 100 or 468 x 90 versions for mobile at no charge!

CompoundingToday.com

- Over 10,000 formulations for a compounding/hospital pharmacy
- 43,000 page views per month
- 5,500 user sessions per month



ADVERTISEMENT SPECIFICATIONS

Description	Ad Size (Pixels)		Price (Per Month)
	File Size*	Display Size	
Rectangle (R1)	360 x 300	180 x 150	\$449
Mid-rise (MR)	360 x 600	180 x 300	\$549
Skyscraper (SS)	360 x 1200	180 x 600	\$649
Top Leaderboard (Home and Formula Pages)	Dynamic** 1456 x 180	Dynamic** 728 x 90	\$849
Leaderboard (Any Other Page)	1940 x 180 1000 x 200	970 x 90 500 x 100	\$349

*Double-resolution file best for new high-definition displays.

**Ad chosen to match user's display, please provide all sizes for best results.

A Must Have Paid Subscription for Any Compounding Pharmacy or Hospital.

CompoundingToday.com Monthly E-Newsletter

Have your company's message emailed to over 3,000 pharmacists monthly. How's that for efficient?



Our readers love to read the free CompoundingToday.com newsletter. They look forward to commentary with up-to-the-minute insights into pharmacy practice, industry, and regulation. For only \$500 - that's bang for your buck!

ADVERTISEMENT SPECS

Description	Ad Size (Pixels)		Price (Per month)
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Top Banner	1000 x 200	500 x 100	\$500
Middle Banner	1000 x 200	500 x 100	\$300
Bottom Banner	1000 x 600	500 x 300	\$350

*Double-resolution file best for new high-definition displays.

NEWSLETTER SUBMISSIONS

Send Files to: Chris Burr at webmaster@IJPC.com and advertising@IJPC.com

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Display Text: Maximum of 120 characters of alternate text to be displayed during loading or when images are turned off.

File Types: Static: GIF, JPEG or .PNG; Animated: GIF upon approval

Looping: No looping

Maximum Size: 200k

Please provide the URL for linking.

14-DAY TRIAL FORMULATIONS MY ACCOUNT

CompoundingToday.com

Brought to you by *The International Journal of Pharmaceutical Compounding*
Our Compounding Knowledge, Your Peace of Mind

July 7, 2023 | Volume 29 | Issue 27

Top Banner

United States Pharmacopeia <101>, Part 1

BACKGROUND AND SUPPORT FOR THIS NEW SERIES

Having spent 40 years with the United States Pharmacopoeial Convention on various Expert Committees and Expert Panels as a volunteer, I began my service in the areas supporting the pharmaceutical industry, specifically in pharmaceutical analysis, and reviewing chromatographic methods of analysis in monographs submitted by the pharmaceutical industry and later on the "Nomenclature and Labeling" and "Packaging, Stability and Distribution" Expert Committees followed later by the Pharmacy Compounding Expert Committees.

It was in the latter 10 to 20 years of my involvement with the Pharmacy Compounding Expert Committees that we had numerous committee discussions on how to make the *United States Pharmacopeia (USP)* more user-friendly, how to educate pharmacists and pharmacy technicians on the wealth of information contained in the *USP*, and how it impacts their practice, in both dispensing and compounding. There is a lot of useful information in the *USP* in addition to Chapters <795> -<797> and <800> that is important and useful, but it tends to be overlooked as many are not aware of all that the *USP* contains.

The purpose of this series over the next several weeks is to:

- discuss what is in the *USP*,
- how it can be accessed, and
- how it can support your pharmacy dispensing and compounding practices.

Middle Banner

Upcoming IJPC COVID Article Questions

The questions below pertain to the upcoming IJPC article titled "Compounding for the Treatment of COVID-19 and Long COVID, Part 4: The Legacy of Chronic COVID".

1. What is the current (i.e., June 2023) interim federal working definition of "long COVID" that has been established by collaboration among diverse agencies and organizations (e.g., the Centers for Disease Control and Prevention, the U.S. Department of Health and Human Services, the National Institutes of Health, various U.S. medical societies), individuals in participating patient groups, and U.S. government or nongovernment experts?
2. Approximately what percentage of COVID-19 survivors will experience long-COVID symptoms after their initial recovery from SARS-CoV-2 infection?
3. Which long-lasting inflammatory mechanisms may be contributing factors in the development of long-COVID symptoms?
4. According to which rationale may toll-like receptor (TLR4) antagonists be part of an effective treatment plan for patients with long COVID?
5. Which agents or TLR4 antagonists that may mitigate the downstream effects of COVID-TLR4 interaction are currently being investigated in that regard?
6. Which evidence suggests that treatment with naltrexone hydrochloride could benefit people with long COVID?

Subscribe to IJPC today to receive the latest digital issue and be in time to get the July/August 2023 print issue delivered to your door!

Bottom Banner

From Out of the Past

Substitutes
Are like a giraffe
They find some jobs
They just
Can't hurdle.
Burma-Shave

Compounders' Network List

The CNL is a community where pharmacists can ask their peers questions and receive feedback through email. On average, five emails a day are sent to over 1,890 recipients. Your banner ad could be at the top of each one of those emails for seven days! We do not rotate ads. This is your spot to shine and be seen.



This is our most popular digital offering. With only 52 slots, the CNL sells out quickly (usually by February for the year).

COMPOUNDERS' NETWORK LIST SUBMISSION

Send Files to: Chris Burr at webmaster@ijpc.com and advertising@IJPC.com

Due Date: Seven (7) days prior to advertising period

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Looping: No looping

Maximum Size: 200k

Please provide the URL for linking.

ADVERTISEMENT SPECIFICATIONS

Description	Ad Size (Pixels)		Price (7 days)
	File Size*	Display Size	
Top Banner	1000 x 200	500 x 100	\$1,000

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