

Chain Drug Review **2012** rate card

www.chaindrugreview.com

Online Advertising Rates & Specs

Acceptable Formats:

Flash ad (.swf) OR Static ad (.jpeg or .gif)

When submitting FLASH please provide following:

- Flash (.swf file)
- Image backup (.gif or .jpg file)
- Clickthrough URL(s)

Flash file shouldn't be bigger than 50kb. For Flash files to work with our tracking system, set the on (release) function (clickTAG). Flash file needs to be created in ActionScript 2 for this to work.

For questions regarding ClickTAG formats, please contact Bill Buckley at 212-699-2331 or bbuckley@racherpress.com.

Chain Drug Review 2012 Online Rates*

UNIT	SIZE	RATE / FREQUENCY
Top Leaderboard	728 x 90	\$3,500 / 30 days
Full Banner	468 x 60	\$2,200 / 30 days
Half Banner	234 x 60	\$1,200 / 30 days
Skyscraper	160 x 600	\$1,800 / 30 days
Medium Rectangle	300 x 250	\$1,500 / 30 days
* gross rates		

e-NewsBreak Banner sizes

Chain Drug Review e-NewsBreaks are timely e-blasts sent to Chain Drug Review's subscriber base only when significant news in the industry occurs.

Your Banner ad goes here @ 558x90

Racher Press Inc.

Chain Drug Review **eNewsBreak**

CVS Promotes Three Retail Executives

CVS Caremark has promoted three senior executives at its retail pharmacy unit. Judith Strauss Sansone has been named senior vice president of merchandising for CVS/pharmacy; chief marketing officer Robert Price has added retail innovation and store design responsibilities; and Scott Baker, executive vice president for internal operations, real estate and supply chain, has added inventory management and logistics to his duties.

[Click here to read the story](#)

Banner Size : 558 x 90

Acceptable format: GIF or JPG. No flash or animated gifs can be displayed in Microsoft Outlook; most Chain Drug Review email e-NewsBreak clients use Microsoft Outlook.

Send banner copy to:
Bill Buckley, bbuckley@racherpress.com
or 212-699-2331

For questions and sponsorship pricing options, contact:
Kevin Burke, Vice President, Group Advertising Director
212-699-2335 or kburke@racherpress.com