

**Advertisement Size (Full Colour)**

|                               |        |
|-------------------------------|--------|
| <b>Double Page Spread</b>     | €3,500 |
| <b>Full Page</b>              | €1,950 |
| <b>Half Page (Horizontal)</b> | €1,200 |
| <b>Half Page (Vertical)</b>   | €1,200 |
| <b>Quarter Page</b>           | €750   |
| <b>Wall Planner</b>           | POA    |

**4cm Advertising in Diary & Memorandum Pages  
(Printed in the same colour as the Diary pages)**

POA

Information on the **Company Profiles** section is available on a separate sheet.  
Advertisers are entitled to a **FREE** standard Company Profile entry

**NO SPECIAL ADVERTISING POSITIONS GUARANTEED**

### Specifications

- Adverts are to be supplied as a Ready-to-Print Hi-Res PDF.
- Adverts should include Crop Marks and, where the ad bleeds, contain a minimum 3mm Bleed All Round.
- All embedded images and graphics must be in a CMYK format.
- The files can be supplied by email or uploaded via Dropbox, or similar method.

**Please note:** While we endeavour to match colour proofs supplied, it is likely that more than one advert will be printed in the same flat and slight variation may occur.

### Mechanical Data

|                                | <b>Ad Size No Bleed:</b> | <b>Ad Size with Bleed</b>            |
|--------------------------------|--------------------------|--------------------------------------|
| <b>Full Page</b>               | 223mm x 150mm            | 243mm x 170mm + 3mm Bleed All Round  |
| <b>Half Page (Horizontal)</b>  | 109mm x 150mm            | 119mm x 170mm + 3mm Bleed All Round  |
| <b>Half Page (Vertical)</b>    | 223mm x 72.5mm           | 243mm x 82.5mm + 3mm Bleed All Round |
| <b>Quarter Page (Vertical)</b> | 109mm x 72.5mm           | 119mm x 82.5mm + 3mm Bleed All Round |

The IPU Yearbook & Diary is published by the Irish Pharmacy Union (IPU Services Ltd),  
Butterfield House, Butterfield Avenue, Rathfarnham, Dublin 14, D14 E126.

Telephone: 01 406 1555 (Direct) or 01 493 6401

Email: [yearbook@ipu.ie](mailto:yearbook@ipu.ie) Fax: 01 406 1556 Website: [www.ipu.ie](http://www.ipu.ie)

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## **Advertising Booking Form**

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Requirements:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**No Special Advertising Positions Guaranteed**

**Advertising Agency:** \_\_\_\_\_

**Key Account Executive:** \_\_\_\_\_

**Send Invoice to:** \_\_\_\_\_

**Signed on behalf of the company:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Purchase Order No:** \_\_\_\_\_

**If your company uses a Purchase Order system, please ensure that the PO number is provided when booking advertising space.**

**Please return order to:**

**Yearbook  
Irish Pharmacy Union  
Butterfield House  
Butterfield Avenue  
Rathfarnham  
Dublin 14  
D14 E126**

**Telephone: 01 406 1555 (Direct) or 01 493 6401**

**Fax: 01 406 1556**

**Email: yearbook@ipu.ie**



## IPU Yearbook & Diary 2019 Company Profiles

The 2019 Yearbook will provide additional opportunities for advertisers as the Company Profile section is moving online. This will allow the Company Profile section to be more:

- Accessible;
- User-friendly; and
- Instantly reflect changes in your company.

The Company Profile section on [www.ipu.ie](http://www.ipu.ie) will be visible to all visitors to the website. Users will be able to search it:

- Alphabetically;
- By business type; and
- By searching directly for a company name.

Companies will be charged **€250** for a standard Company Profile, to include:

- Company name;
- Logo;
- One set of contact details – address, email, fax, website, phone;
- Additional information of **no more than 100 words**; and
- Option to change above details up to **three times in a calendar year**.

**Additional information can be included at a cost of €20 per set of 25 words.**

**Advertisers are entitled to a **FREE** standard Company Profile Entry.**

Please email the following information to [yearbook@ipu.ie](mailto:yearbook@ipu.ie) (these forms are available on [www.ipu.ie](http://www.ipu.ie) > Communications > Publications).

The 2019 Yearbook will include a list of Company Profiles as at time of going to print.

# Company Profile

**Company Name:**

**Address:**

**Telephone:**

**Fax:**

**Email:**

**Website:**

**Business Category (see below):**

Pharmaceutical Wholesalers  
Accountants/Solicitors/Pharmaceutical Consultant  
Bank  
Business Advice/Advisors  
Computers/IT  
Financial Services/Insurance/Pensions  
Human Resources  
Market Research  
Monitored Dosage Systems  
Paper/Polythene Bags/Labels/Containers  
Pharmaceutical Equipment  
Pharmacy Refrigerators  
Pharmacy Symbol Groups  
Pharmacy Waste Disposal  
Print and Design  
Product File  
Product Sourcing  
Recruitment Consultants  
Shopfitting/Signs/Merchandising Services  
Stocktakers  
Trade Associations  
Training  
Web Design

Please supply logo in jpeg format.

Please return order to: [yearbook@ipu.ie](mailto:yearbook@ipu.ie)

For further information, contact Susan McManus: 01 406 1555 (direct) or 01 493 6401

Purchase Order No (if applicable): \_\_\_\_\_

**If your company uses a Purchase Order system, please ensure that the PO number is provided when booking space.**