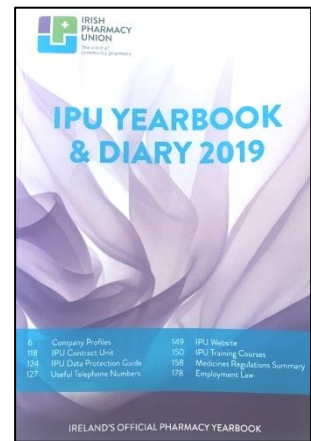


IPU Yearbook & Diary 2020



The Irish Pharmacy Union's annual Yearbook & Diary is **distributed to over 2,300 Irish community pharmacists**

- **73%** of IPU Members use the Yearbook
- **89%** rate the content as excellent or very good
- **93%** find the format easy to use

*Advertising space is limited and will close in September 2019,
so book early to avoid disappointment.*

The IPU Yearbook & Diary 2020 offers an unparalleled opportunity to reach Irish pharmacists. It is directly distributed to over 2,300 community pharmacists, and three out of four pharmacists regularly use it as a reference guide.

*Whether you take out an advertisement, or include your company's profile,
if you are involved in the pharmacy sector, you must ensure
you advertise in the IPU Yearbook & Diary 2020.*

(All statistics taken from the IPU 2018 Publications Survey)

ADVERTISING RATES

| Advertisement Size | Colour |
|-------------------------------------|--------|
| Double Page Spread | €3,500 |
| Full Page | €1,950 |
| Half Page (Horizontal) | €1,200 |
| Half Page (Vertical) | €1,200 |
| Quarter Page | €750 |
| Wall Planner | POA |
| Diary Pages | POA |
| Company Profiles, including Logo | €250 |

Advertisers are entitled to a FREE Company Profile Entry up to 12cm x 1 Column

Entries in excess will be charged @ €20 per cm

TECHNICAL DATA

Full Page

Ad Size No Bleed: 223mm x 150mm

Ad Size with Bleed: 243mm x 170mm + 3mm Bleed

Half Page (Horizontal)

Ad Size No Bleed: 109mm x 150mm

Ad Size with Bleed: 119mm x 170mm + 3mm Bleed

Half Page (Vertical)

Ad Size No Bleed: 223mm x 72.5mm

Ad Size with Bleed: 243mm x 82.5mm + 3mm Bleed

Quarter Page (Vertical)

Ad Size No Bleed: 109mm x 72.5mm

Ad Size with Bleed: 119mm x 82.5mm + 3mm Bleed

**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 CYMK 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 more than one advert will be printed in the same flat and slight variation may occur

CONTACT:

For advertising bookings please contact Siobhán Kane,
Press and Communications
Manager, IPU on 01 493 6401
or yearbook@ipu.ie