

30 JMCP

ADVANCING MANAGED CARE PHARMACY
CONVERSATION FOR 30 YEARS

1995-2025

Celebrate 30 Years of
Impact with *JMCP*

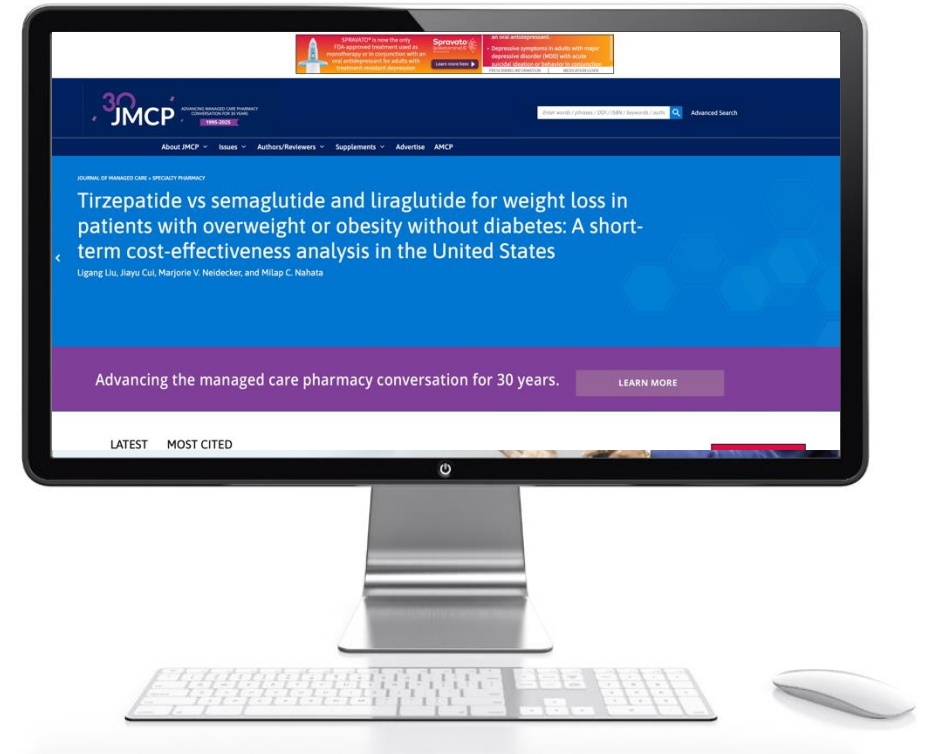


Special JMCP 30th Anniversary Advertising

Align your brand with three decades of advancing managed care pharmacy. AMCP's 30th anniversary offers a unique platform to elevate your visibility and credibility among healthcare decision-makers.

- Supporting partner recognition print and digital ads
- Home Page takeover ads on AMCP.org and JMCP.org
- Partner shoutouts in social and digital media through 2025.

Availability: July is the anniversary issue of JMCP, but offerings will continue through December 2025 and include awareness during Nexus 2025 in October.



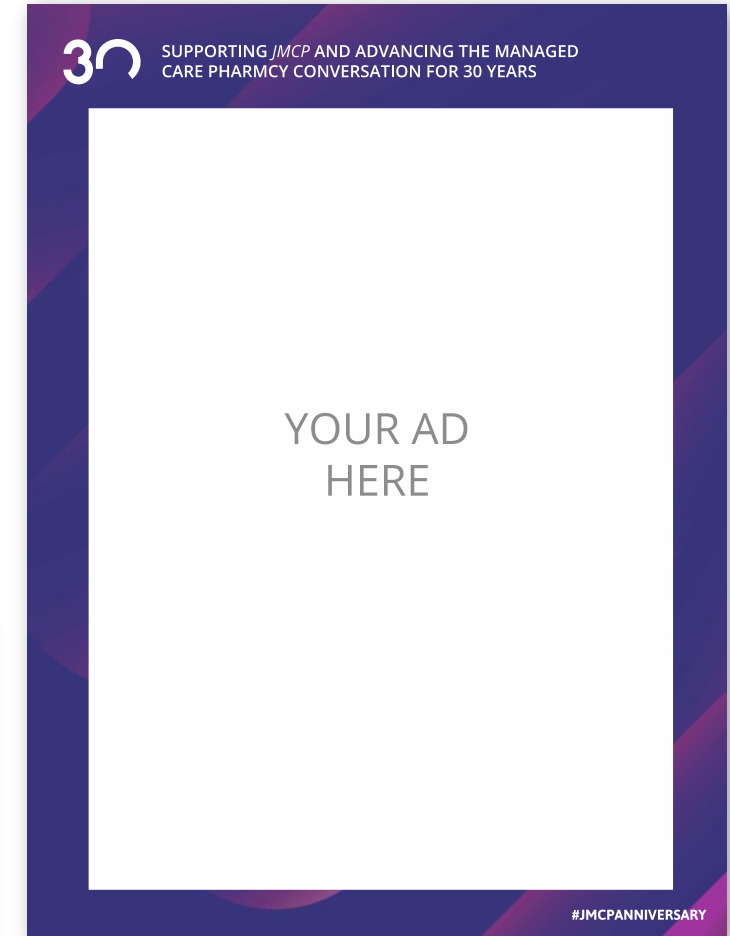
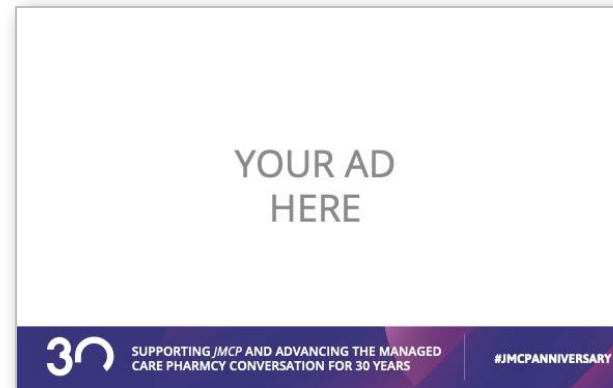
Supporting Partner Recognition Ads

JMCP is your best way to reach the key individuals who determine whether millions of Americans' pharmacy benefits will cover a medication.

High Impact Print & Digital Opportunities

Reach this targeted audience of HCDMs with full and half-page ads in AMCP publications and online enhanced with exclusive anniversary branding for added impact.

- **Publication Ads with Anniversary Frame:** \$15,000 (supplied)
- **Split runs:** Pricing upon request
- **Specs:**
 - Full Page Ad: 6.8"W x 9"H, 300dpi, RGB
 - Half Page Ad: 8.25"W x 4.3"H, 300dpi, RGB



Digital Takeovers & Recognition

JMCP and AMCP.org Awareness

Maximize exposure with home page takeovers on AMCP.org and JMCP.org. Share your message with anniversary footer sharing your support of advancing the managed care pharmacy conversation.

JMCP.org

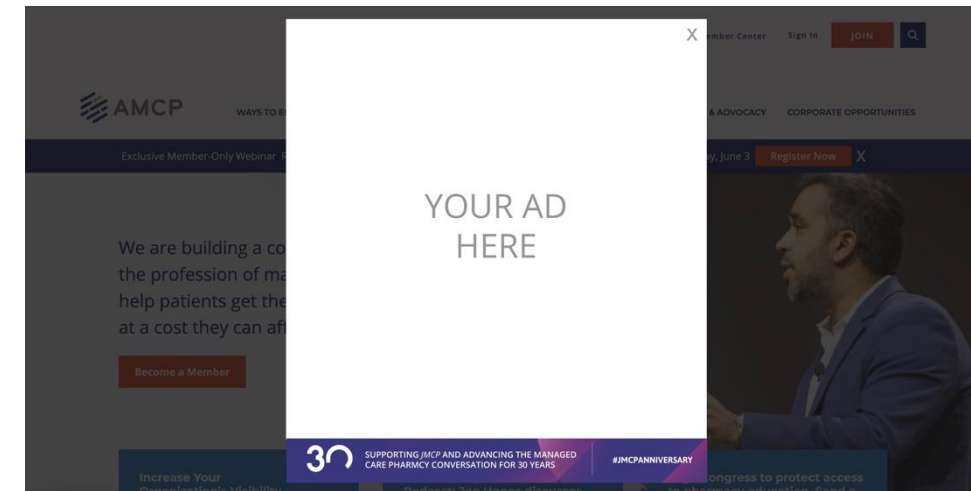
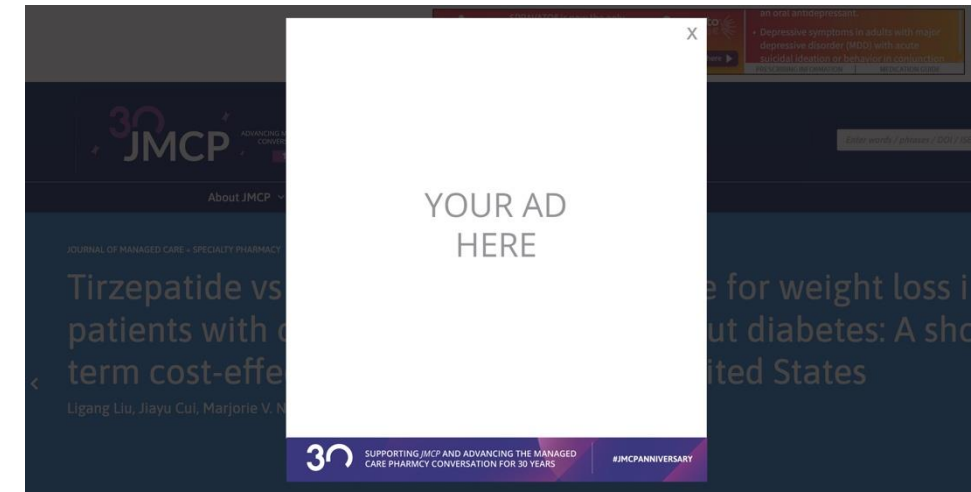
- 47,000 average monthly pageviews
- 23,000 average monthly unique users
- Avg. CTR: 2%

AMCP.org

- 115,600 average monthly page views
- 43,300 average monthly unique users
- Avg. CTR: 2%

Digital takeover image size: 1200x1200 pixels

Rate: \$3,000 per day (includes both websites)



Social Media & Press Recognition

Brand Reputation Boost with Managed Care Decision-Makers

As a supporter, your brand will be featured in AMCP's official Anniversary press release and receive targeted social media shoutouts with special message of support during our flagship event, AMCP Nexus 2025, and during the month your print or digital ads run.

AMCP

- 25,000 social followers across LinkedIn, Meta, Instagram, YouTube & TikTok

JMCP

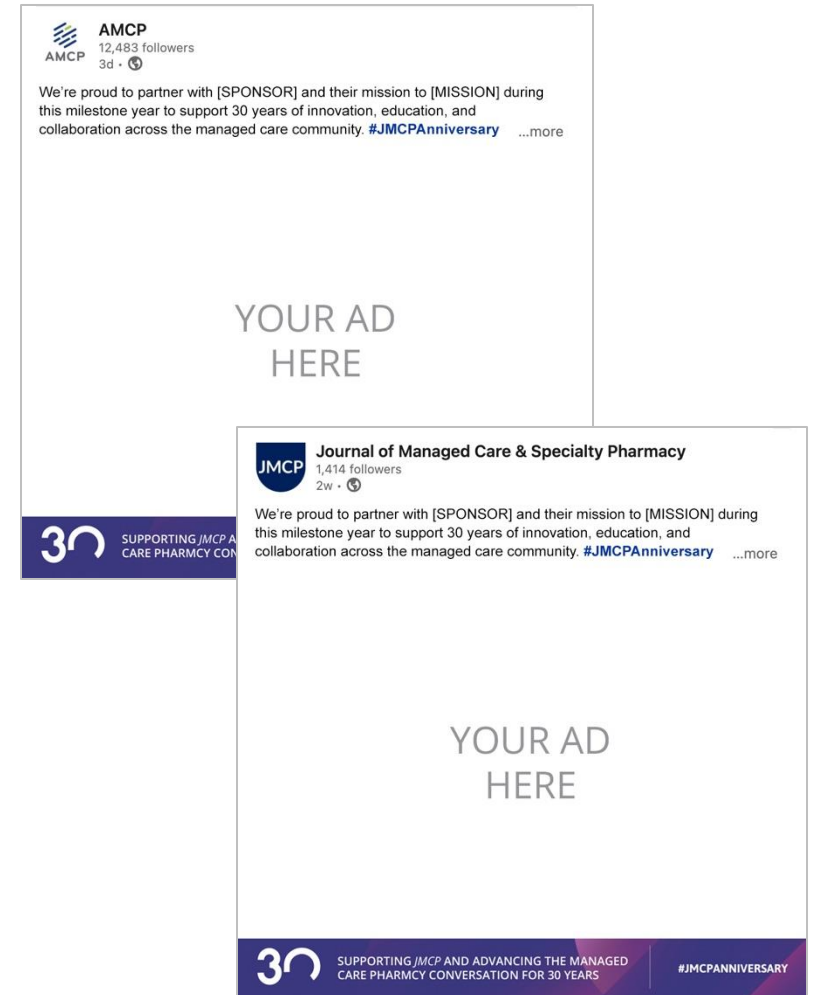
- 1,400 social followers on LinkedIn

Week of NEXUS 2025

- Recognition on Digital Screens at General Session at Nexus 2025
- Social media shoutout during the week of Nexus 2025
- #Nexus2025 hashtag garners approx. 60,000 social media impressions during that conference week and more than 500 interactions with 250,000 potential impressions

Social image size: 1200 x 780 pixels

Rate: Included with print or digital ad



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