

# RxA'S MEMBER MARKETPLACE



Connect your pharmacy products or services directly to pharmacists in Alberta. The Alberta Pharmacists' Association (RxA) reaches a target market of over 2,000 Alberta pharmacists and their pharmacies across Alberta.

## Website Listing

The *Member Marketplace* on RxA's website is accessible to members and key stakeholders looking for innovative products and services to use in their practice and pharmacies.

*Website marketing is only available through the Member Marketplace program.*

## Fax Blast

Pharmacies rely heavily on fax, making this opportunity a great way to reach the pharmacy target market.

*Examples: Recruitment, Product Advertisement* Fax Specs: 1 page - 8.5" x 11" PDF

## Feature in *The Capsule*

Produced and emailed weekly, *The Capsule newsletter* connects nearly 2000 members with current news, events in pharmacy and other healthcare fields, new research by pharmacists and hot topics of discussion.

*Submissions to be approved by RxA administration and are dependent on availability.*

	Standard	Premium	Digital Only
	\$750	\$1,500	\$750
<b>Website Listing</b>	120 word company/product description 1 link No images *Website listing expires after 60 days	250 word company/product description 2 links 1 image *Website listing expires after 120 days	250 word company/product description 2 links 1 image *Website listing expires after 120 days
<b>Fax Blast</b>	1 fax	2 faxes	No
<b>Featured in <i>The Capsule</i></b>	No	1 feature	1 feature

## Additional Opportunities:

### Exhibit Booth

Showcase your products and services at RxA's Professional Development Conference. These conferences held in the Spring and Fall are a great opportunity to network with pharmacist attendees.

*Exhibit booths to be approved by RxA administration and are dependent on availability.*

*General Exhibit pricing: Virtual Conference: \$800 Live Conference: \$1,250*

### Professional Development Webinar

Host a webinar educating RxA members. Registration and marketing managed by RxA.

*Webinar topics to be approved by RxA administration and are dependent on availability.*

*Webinar pricing: \$1,250*

**Questions?** Contact Kendall Franklin, Communications and Member Engagement Manager at [kendall.franklin@rxa.ca](mailto:kendall.franklin@rxa.ca)