



Welcome to

# NABP's State Newsletter Program

Beginning in July 2024, the National Association of Boards of Pharmacy Foundation® State Newsletter Program will include new options and enhanced services for participating boards of pharmacy.

Specifically, the menu of services now includes three package options (see page two) developed to provide more flexibility and to streamline production processes while still providing reader-friendly and accessible newsletters with timely content.

In addition, several value adds – such as a Participant Guide, annual participant package review, and periodic trainings – are included for all participating boards at every package level. Further, boards can customize their package by selecting à la carte options when additional assistance is desired.

With all the new options, the process to renew your participation or join as a new participant is still easy. As easy as 1, 2, 3.

01

## Pick a News Package

Email, digital newsletter (pdf), or one of these formats with content guidance – the choice is yours. When choosing your package, you may consider which best fits your board's needs for newsletter design, editorial, content, and delivery options.

## Pick a News Cycle

Board newsletters run on a quarterly basis. You decide which dates will work best for your board of pharmacy.

03

## Pick Our Brains

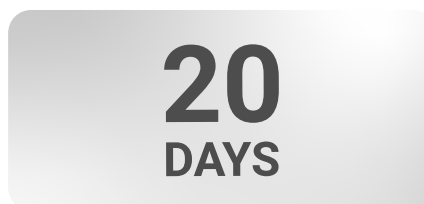
New informational webinars and a Participant Guide will be provided to participating boards to assist with content development tips and popular topics, as well as editorial guidelines and best practices. We can help you pick the appropriate package and make the most of the services available.

02

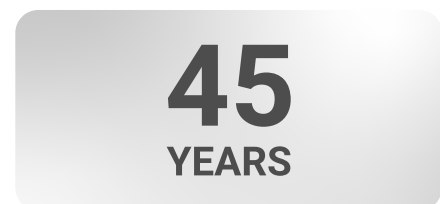
## New Options Built on a History of Success for Boards



Average Email Alert Open Rate



Typical SNL Turnaround



Longest SNL Participants

# PACKAGE OPTIONS

## Email Newsletter Package

**\$225**  
Per issue

*Email with short, high-level summaries and links to original sources.*

- ✓ Board content proofread for spelling and grammar
- ✓ Review by NABP pharmacist
- ✓ Graphic design for email layout
- ✓ Links posted on *nabp.pharmacy*
- ✓ Subscription list maintenance
- ✓ Subscription form on *nabp.pharmacy*

## Digital Newsletter (PDF) Package

**\$275**  
Per issue

*Classic 8.5" x 11" page layout (pdf) with board-developed articles (current offering).*

- ✓ Board content proofread and fact-checked for accuracy, spelling, and grammar
- ✓ Review by NABP pharmacist
- ✓ Graphic design for newsletter layout (up to four 8.5" x 11" pages)
- ✓ Posted on *nabp.pharmacy*
- ✓ Subscription list maintenance
- ✓ Subscription form on *nabp.pharmacy*
- ✓ Email alert for new state newsletter

## Collaborative Content Package

**\$375**  
Per issue

*Choice of classic layout (pdf) or email newsletter. NABP staff to advise and assist with content conception, copyediting, and drafting.*

- ✓ All content proofread and fact-checked for accuracy, spelling, and grammar
- ✓ Review by NABP pharmacist
- ✓ Graphic design for selected newsletter layout
- ✓ Posted on *nabp.pharmacy*
- ✓ Subscription list maintenance
- ✓ Subscription form on *nabp.pharmacy*
- ✓ Email alert for new state newsletter
- ✓ Quarterly performance reports on reader engagement
- ✓ Content guidance for each newsletter
- ✓ Copyediting on board-provided content
- ✓ Copywriting (500 words included, \$0.25/word)
- ✓ Resources to provide updates, content development tips, and newsletter best practices

## Support Services Included in All Package Options

- ✓ Onboarding support and Participant Guide
- ✓ Periodic webinars, trainings, and tip guides to help boards make the most of their program options
- ✓ Quarterly e-newsletter performance reports
- ✓ Annual review for each participant to ensure package selection, publication schedule, and all other services are still meeting board needs

**À LA CARTE options include:** Copyediting (\$25/page); Content drafting based on board direction (\$0.25/word); Hosting of board-produced pdf newsletter on *nabp.pharmacy* (\$25/pdf for one year, \$10/back issue annually – only applies to states that produce their own newsletters).