



## AAFP Classifieds Rate Card

Print & Online

Effective January 1, 2016

### Summary

*Family Practice Management (FPM)* is the only primary care journal focused on practice management and the only journal dedicated to everything family physicians care about: taking the best possible care of patients, working in a smoothly functioning practice, making a living and getting home in time for dinner. *FPM* is published by the American Academy of Family Physicians, the national membership organization for family physicians.

### Circulation

*FPM* is received by family physicians and other allied healthcare professionals through digital and print distribution of more than 12,000 total as of 1/2014 and growing monthly.

Issue Date:	Closing Date:
January/February	December 3, 2015
March/April	February 3, 2016
May/June	April 5
July/August	June 3
September/October	August 3
November/December	October 4

### Classifieds

The Classified section offers word and display advertising options in the following categories: Recruitment, CME, Used Equipment, Practices for Sale, Practices Wanted, Education, Books & Publications.

#### Classifieds: Word Rates

	1 Issue	3 Issues*
Cost Per Word	\$2.09	\$1.93

(Minimum: 40 words)

**CLASSIFIED WORD AD STYLE:** All advertisements are set uniformly. They are set solid with the lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks and borders are not permitted.

**COUNTING WORDS:** Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and five numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Zip code is considered one word. When using Internet or email addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

#### Classifieds: Display Rates

	1 Issue	3 Issues*
Cost Per Column Inch	\$115	\$99

(Minimum: 1 column inch)

#### Classifieds: Unit Display Rates (B/W & COLOR)

	1 Issue		3 Issues*	
1/12 Page	\$329 (B/W)	\$374 (COL)	\$290 (B/W)	\$330 (COL)
1/6 Page	\$578 (B/W)	\$649 (COL)	\$517 (B/W)	\$578 (COL)
1/3 Page	\$996 (B/W)	\$1,128 (COL)	\$897 (B/W)	\$1,012 (COL)
1/2 Page	\$1,540 (B/W)	\$1,846 (COL)	\$1,375 (B/W)	\$1,595 (COL)
Full Page	\$1,958 (B/W)	\$2,035 (COL)	\$1,848 (B/W)	\$1,925 (COL)

**BLIND BOX SERVICE:** \$45 one-time fee.

#### Ad Dimensions

Column Inch	2 1/8" W x 1" D
1/6 Page (V):	2 1/8" W x 4 1/2" D
1/3 Page (V):	2 1/8" W x 8 3/4" D
1/3 Page (H):	4 3/8" W x 4 1/2" D
1/2 Page (H):	6 3/4" W x 4 1/2" D
Full Page (H):	6 3/4" W x 9" D

\*Rates are per issue. Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

#### Creative Services

YourMembership is able to create an ad for you that engages your audience through full service creative/design work. Our design experts provide brand development consultation, creation of display ads, banner ads, etc. Design rates are \$75/hr. Quote for each job are free and non-committal.

## Passive Job Seeker Package

**JOB FLASH EMAIL PLUS SMARTBRIEF ENHANCED POSTING** - Job emailed to thousands of family physicians in one-edition of the AAFP Job Flash. It is also listed in 5 editions of the AAFP SmartBrief, which deploys daily to more than 27,000 opt-in subscribers, along with Premium 30 day job posting which will be highlighted and stays near the top of the list on the job board. **Member Price: \$750.00 Non-Member Price: \$850.00**

## Online Advertising

AAFP CareerLink is the American Academy of Family Physicians' exclusive online Career Center. Maximize your reach by placing your job openings and targeted messages on this highly trafficked Physician resource.

### Online Job Postings: Single Posts

	Online Posting	Add SmartBrief*	Add HealthCare Network**	Add Resume Access	Make Preferred***	Make Spotlight****
<b>30 Day</b>						
Member	\$300	Add \$200	Add \$450	No Charge	Add \$90	Add \$80
Non-Member	\$400	Add \$200	Add \$450	Add \$200	Add \$90	Add \$80
<b>60 Day</b>						
Member	\$450	Add \$300	Add \$750	No Charge	Add \$135	Add \$120
Non-Member	\$600	Add \$300	Add \$750	Add \$300	Add \$135	Add \$120
<b>90 Day</b>						
Member	\$600		Add \$950	No Charge	Add \$200	Add \$180
Non-Member	\$750		Add \$950	Add \$400	Add \$200	Add \$180

\* SmartBrief: Your job will be featured in the daily AAFP SmartBrief e-Newsletter which is sent to 27,000 subscribers for either 5 or 10 days.

\*\* HealthCare Network will get your job exposure across over 100 healthcare job boards.

\*\*\* Preferred jobs ensures your ad gets maximum exposure by keeping it at the top of the job listings.

\*\*\*\* Spotlight jobs are highlighted in yellow which grabs the user's eye, leading to higher engagement.

Note: When online is purchased with print order, both components are discounted 10%

### Online Job Postings: Multi-Packs

		5 Pack	10 Pack
<b>30 Day</b>	Member	\$1,350	\$2,160
	Non-Member	\$1,800	\$2,880
<b>60 Day</b>	Member	\$2,025	\$3,240
	Non-Member	\$2,700	\$4,320
<b>90 Day</b>	Member	\$2,700	\$4,320
	Non-Member	\$3,375	\$5,400

Note: credits must be redeemed within one year from date of purchase.

### Featured Company Profile

Get your organization and your online job postings premium exposure on AAFP CareerLink. Your company logo will be highlighted on the online job board home page, linking users directly to your job postings.

3 Months	6 Months	12 Months
\$3,000	\$5,000	\$8,000

### Online Banner Ads

Establish your brand as an employer of choice for family physicians with an online banner advertising strategy.

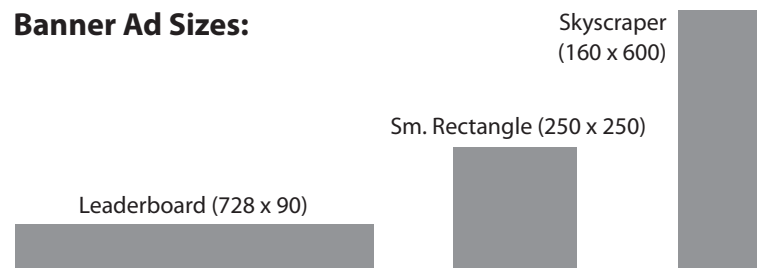
Name	Zone	15 Days	30 Days	60 Days	90 Days	365 Days
Leaderboard (728x90) or Skyscraper (160x600)	All Zones	\$536 \$804	\$975 \$1,463	\$1,560 \$2,340	\$2,194 \$3,291	\$7,020 \$10,530
Small Rectangle (250x250)	Home Page	\$206 \$309	\$375 \$563	\$600 \$900	\$844 \$1,266	\$2,700 \$4,050

### Banner Ad Specs

- Sizes: 728x90, 160x600, 250 x 250
- File Type: gif/jpg/png/animated gif\*/SWF\*\*
- File Size Max: 40K
- Max looping for animated ads is 3, ending on a branded frame.
- Max animation time 2:00. Max speed 18 FPS.\*\*
- ClickTag command into GetURL action\*\*
- Please allow 3 business days for ad creation

\* Leaderboard or Skyscraper only \*\* Flash Ads Only. Please also supply a back up GIF or JPG.

### Banner Ad Sizes:



## Production Specifications

The following file types are accepted:

- Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines).
- High resolution PDF file (distilled through Acrobat Distiller with fonts embedded).
- InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included.
- Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK break-down);
- Included images must be 300 dpi resolution, saved as PDF, Tiff or EPS.

Please send ads via email to: [production@yourmembership.com](mailto:production@yourmembership.com) with a copy to your sales account representative. Please indicate in the subject line the publication in which the ad is being placed.

FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes. Please state clearly which magazine the ad is being placed in.

If requirements are not met, reproduction quality is at the advertiser's risk.

## Agency Commission

15% of gross billing on display advertising only.

## Copy & Contract Policies

A. PUBLISHER and/or YourMembership reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or YourMembership reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or YourMembership, advertising already run shall be paid for at the rate that would apply if the entire order were published.

Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or YourMembership for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or YourMembership and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or YourMembership may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or YourMembership's liability shall not exceed a refund of amounts paid to PUBLISHER or YourMembership for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor YourMembership are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor YourMembership will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Hartford, Connecticut and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or YourMembership, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim

or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or YourMembership, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or YourMembership. The rights of PUBLISHER or YourMembership shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or YourMembership, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or YourMembership for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by YourMembership is owned by YourMembership, and may not be otherwise used by the Advertiser without YourMembership's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at YourMembership's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Print rates and units of space are effective with the January 1, 2016 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing. Online CareerLink rates are effective January 1, 2016.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or YourMembership and the Advertiser and/or Agency. Neither PUBLISHER nor YourMembership has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or YourMembership, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or YourMembership.