

AFP Digital Edition Sponsorship

A “digital edition” is an electronic version of a journal which is formatted identically to the print version—including on-screen page flipping. It features interactive elements such as hyperlinks to other internet resources, searching, bookmarking and e-mail sharing, and can also incorporate multimedia such as video or animation¹ to enhance content or advertisements. *AFP*’s sister publication *Family Practice Management*, for example, is distributed as a digital edition (in addition to print).



Sponsored Digital Edition of American Family Physician delivered electronically with “page flipping” technology.

Benefits to Sponsor

The sponsored digital edition of *AFP* is customized with extra sponsor recognition and advertising, then distributed by e-mail to a provided or rented list by *AFP* with additional recognition for the sponsor. When available, the sponsored digital edition is also distributed via a link in the *AFP* electronic Table of Contents (eTOC), sent to AAFP members and other opt-in subscribers (approx. 70,000).²

Includes

- Full page advertisement opposite front cover. (Make it an interactive ad—even add video!—at no extra charge.)
- Bellyband with sponsorship credit on the journal cover that says: “This digital edition of *AFP* provided courtesy of [Company], makers of [Product].”
- Add a “digital blow-in card” inside *AFP* for extra visibility. (Optional; no extra charge.)
- Digital edition URL provided so that a link can be incorporated into the sponsor’s other marketing activities and web sites.³
- Additional distribution via an e-mail link in *AFP*’s eTOC opt-in list (currently approx. 70,000)²
- Distribution via a special *AFP* e-mail sent to a rented or sponsor-provided list.⁴ E-mail identifies the digital issue as courtesy of the sponsor—including logo if desired.
- Digital editions are optimized for mobile viewing.

Cost \$23,600 per issue plus \$.99 per e-mail distributed*

*With client-supplied e-mail list. Otherwise, list rental charges will be additional and based on rates from MMS plus required AAFP organizational overhead. Minimum four consecutive issues.

1 Video and animation set up as “click to play” in *AFP*’s Digital Edition.

2 Provided exclusively for the first sponsor of that digital issue of *AFP*; in other words, if multiple sponsorships are sold for that issue, the first sponsor will be the one whose edition is linked from the eTOC. The eTOC itself does not carry sponsor credit, and may include other advertising. eTOC advertising may also be purchased, if available.

3 Subject to publisher approval as to placement and usage of AAFP or *AFP* names or marks.

4 Current *AFP* eTOC recipients, who will receive the sponsored edition in their eTOC, will be excluded from the separate mailing, as will recipients of any pre-existing sponsored edition of *AFP*.

Call the *AFP*/*FPM* Advertising Sales Team for additional information at 201-288-4440.



American Family Physician®