

Online Advertising: Rate Card & Specifications

ONLINE ADVERTISING

Ads can be placed on specific pages within AAFP's peer-reviewed journals: **American Family Physician** and **Family Practice Management**. The Journals support IAB standard 728x90 Leader Boards, 468x60 Banners, 120x600 and 160x600 Narrow/Wide Skyscrapers.

PRICING

Narrow/Wide Skyscraper - 120x600: \$55CPM and 160x600: \$60CPM.
 Leader Board/Banner - 728x90: \$60CPM and 468x60: \$45CPM.

ADVERTISING SPECIFICATIONS



Ad Units	3rd party	File Size	Max Loops	Alt Text	Rich Media
468x60	Accepted	15K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif
120x600	Accepted	30K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif
160x600	Accepted	35K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif
728x90	Accepted	35K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif

HYPERLINKING

Your ad may link back to your site. All advertising and landing pages are subject to AAFP editorial review and approval.

INSERTION ORDERS

Insertion orders should contain the following information: product, company, production, contact, and phone number.

AAFP CONTACTS:

Advertising: R.J. Lewis Phone: 609-882-8887

E-Mail: sales@e-healthcaresolutions.com

Web: www.e-healthcaresolutions.com