



Online Advertising: Rate Card & Specifications 2010

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: \$65CPM.

Leader Board/Banner - 728x90: \$65CPM and 468x60: \$55CPM.

ADVERTISING SPECIFICATIONS

Ad Units	3rd party	File Size	Max Loops	Alt Text	Rich Media
468x60	Accepted	40K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif
120x600	Accepted	40K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif
160x600	Accepted	40K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif
728x90	Accepted	40K	3	25 chars	HTML, Pointroll, Flash, Eyeblaster,Gif, JPEG, Animated Gif

ELECTRONIC TABLE OF CONTENTS ALERTS – eTOCS

Each AAFP journal offers eTOC's, or Electronic Table of Contents alerts. An eTOC alert includes the most current up-to-date table of contents delivered in a text based e-mail format and sent to e-mail subscribers. Prices range from .25 to .28 per subscriber depending on frequency.

- FPM eTOCS are published 6 times a year, and are delivered to approximately 120,000 subscribers. Issue dates for 2010 include:
1/1/10, 3/1/10, 5/1/10, 7/1/10, 9/1/10 and 11/1/10.
- FPM Newsletters are published 6 times a year, and are delivered to approximately 120,000 subscribers. Issue dates for 2010 include:
2/1/10, 4/1/10, 6/1/10, 8/1/10, 10/1/10 and 12/1/10.
- AAFP eTOCS are published on a bi-monthly basis, and are delivered to approximately 70,000 subscribers on the 1st and the 15th of every month.

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 CONTACT

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