



## 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: \$60CPM and 160x600: \$65CPM.

Leader Board/Banner - 728x90: \$65CPM and 468x60: \$50CPM.

### 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 .22 to .28 per e-mail depending on frequency.

- FPM eTOCS are published 6 times a year, and are delivered to approximately 120,000 subscribers. Issue dates for 2009 include:  
1/1/09, 3/1/09, 5/1/09, 7/1/09, 9/1/09 and 11/1/09.
- FPM Newsletters are published 6 times a year, and are delivered to approximately 120,000 subscribers. Issue dates for 2009 include:  
2/17/09, 4/14/09, 6/16/09, 8/11/09, 10/13/09 and 12/15/09
- AFP eTOCS are published on a bi-monthly basis, and are delivered to approximately 60,000 subscribers on the 1<sup>st</sup> and the 15<sup>th</sup> of every month.

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### 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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