

## Online Advertising: Rate Card & Specifications 2012

### ONLINE ADVERTISING

Ads can be placed on specific pages within the digital versions of the AAFP's peer-reviewed journals: **American Family Physician** and **Family Practice Management**. The Journals support IAB standard 728x90 Leaderboards, 468x60 Banners, 120x600 Skyscrapers, 160x600 Wide Skyscrapers, and 300x250-800x400 interstitials.

### PRICING

Leaderboards, banners, and both skyscrapers – \$80CPM  
Interstitials – \$160

### ADVERTISING SPECIFICATIONS

Ad Units	3 <sup>rd</sup> Party	File Size	Max Loops	Alt Text	Formats
728x90	Accepted	40k	3	25 chars	HTML, Pointroll, MediaMind, Flash, JPEG, Gif, Animated Gif
468x60	Accepted	40k	3	25 chars	HTML, Pointroll, MediaMind, Flash, JPEG, Gif, Animated Gif
160x600	Accepted	40k	3	25 chars	HTML, Pointroll, MediaMind, Flash, JPEG, Gif, Animated Gif
120x600	Accepted	40k	3	25 chars	HTML, Pointroll, MediaMind, Flash, JPEG, Gif, Animated Gif

### E-MAIL NEWSLETTER & ELECTRONIC TABLES OF CONTENTS (eTOCs)

Each of the AAFP Journals offers an eTOC that delivers an advance look at the table of contents for the next published issue. The eTOC is a text-based e-mail sent to e-mail subscribers.

Pricing for e-mail advertising varies depending on frequency and is structured based on seasonality:

January 1-June 30, 2012: \$0.14 per subscriber

July 1-December 31, 2012: \$0.22 to \$0.28 per subscriber

- AFP eTOCs are published twice a month and are delivered to approximately 95,000 subscribers around the 1<sup>st</sup> and 15<sup>th</sup> of every month.
- FPM emails are published monthly and are delivered to approximately 130,000 subscribers. Issue dates for 2012 are: 1/18, 2/14, 3/14, 4/10, 5/16, 6/12, 7/11, 8/14, 9/12, 10/9, 11/14, 12/11.

### HYPERLINKING/CLICK-THROUGH

Your ad may link back to your website. All advertising and landing pages are subject to AAFP editorial review and need approval for ads to run on AAFP properties.

### INSERTION ORDERS

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

### ADVERTISING SALES CONTACT

eHealthcare Solutions (609) 882-8887 ext. 1

[sales@EHSmail.com](mailto:sales@EHSmail.com)

eHealthcareSolutions.com