FamilyDoctor.org Updates

Sponsor content on our patient-facing site, FamilyDoctor.org.

Summary:

FamilyDoctor.org is a patient-facing resource that presents family physician-reviewed, timely content in terms patients understand. **With approximately 400,000 pageviews per month**, FamilyDoctor.org connects patients with credible information on their health while family physicians utilize articles when they need trusted information for their patients. A Spanish-language experience on the site also makes health information available to Spanish-speaking patients and families

Content may include expansion or updating of current topics, addition of graphics and tools and notation of the sponsor's support. Articles and content are subject to AAFP FamilyDoctor.org medical review and final approval.

Opportunity 1: Sponsored Content on FamilyDoctor.org

Sponsor will provide a video, white paper, infographic or other resource for inclusion on up to three relevant pages of FamilyDoctor.org. This content will appear for 90 days in a box clearly labeled as sponsored content. The content may appear in a box within an article or in a sidebar, depending on availability, page format and content type. Content is reviewed and approved by the AAFP but not edited or modified.

Sponsorship Benefits

- Sponsor provides content and retains control of the messaging
- Mention of sponsor with the placement such as "Sponsored Content - provided by <Sponsor Name>"
- Featured for 30 days on FamilyDoctor.org home page
- Placement on up to three relevant FamilyDoctor.org pages

Cost: $15,000

Opportunity 2: Collaborative Content on FamilyDoctor.org

AAFP will produce content for FamilyDoctor.org in collaboration with the sponsor based on their area of interest. Projects may include expansion or updating of topics, addition of graphics and tools, and notation of the sponsor's support.

Sponsorship Benefits

The content will be promoted in the following ways:

- Mention of the sponsor on the FamilyDoctor.org webpage where the article/content exists
- Featured for 30 days on the FamilyDoctor.org home page
- Promoted on FamilyDoctor.org social media channels
- Promoted in Family Medicine Today, a daily e-newsletter reaching approximately 60,000 family physicians
- Highlighted for 60 days on the clinical or practice page of the AAFP website that most closely connects to the content

Cost: Pricing starts at $20,000

Activities and costs are estimates. Please reach out to your AAFP Strategic Engagements Manager for more detailed information.