



**AAFP
SPONSORED
RESOURCE
CENTER
MEDIA KIT**



THE AAFP SPONSORED RESOURCE CENTER

Family physicians come to the AAFP for resources they can trust.
Make your content part of that experience.

The American Academy of Family Physicians (AAFP) is home to more than 129,600 practicing physicians, residents, medical students, and lifetime members. The AAFP Sponsored Resource Center (SRC) offers the opportunity to host educational content on the AAFP's official website of the American Academy of Family Physicians.

Companies use this dynamic content marketing channel to share a variety of primary care educational resources. The SRC has hosted white papers, reports, and videos on a wide range of topics, including practice management tools, clinical information, health & wellbeing topics, and more.

Sponsored Resource Center Package:

- For 90 days, your content is featured directly on AAFP's sponsored resource page within the AAFP's official member website.
- New SRC content is shared with AAFP members as a feature in one of the monthly SRC eNewsletters within 90 days of launch.
- Web content placement includes an image, description, and your logo, along with a link to view or download your content.
- Article will continue to be accessible on aafp.org after 90 days.

Sponsored Resource Center eNewsletter:

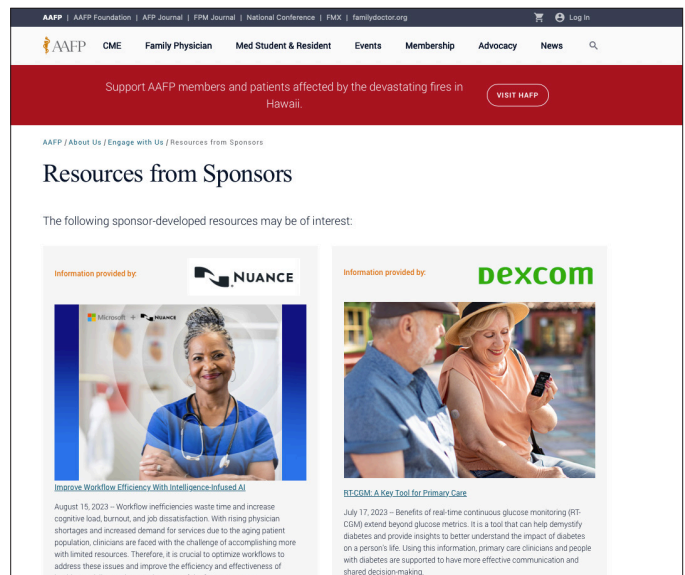
- Sponsored resources are promoted via a monthly eNewsletter to drive traffic to the content posted on aafp.org.
- Mailed to 69,000-plus active and engaged AAFP members.

Reporting

- Will receive three metric reports within 90-day content feature.
- Metrics will include: email and website metrics.

AAFP Led Activities to Drive Engagement

- Family Medicine Today
- Journal banner ads
- Premier Events
- Other avenues as available



Sponsored Resource Center webpage on aafp.org



Sponsored Resource Center eNewsletter from aafp.org

CONTENT GUIDELINES

All content must be educational in nature. It may **not** promote a specific product, but may be branded.

For Your Article's Webpage

- **Headline:** Max 60 characters with spaces
- **Article Copy:** Max 500 words excluding references
- **Two calls to action** (e.g., external links, downloadable PDFs, etc.)
- 570 x 400 pixels image required
- Image of corporate logo required

For Promotion via Email and the SRC Main Webpage

- **Headline:** Max 60 characters with spaces
- **Teaser Copy:** Max 70 words (May not contain special text: bold, underline, etc.; or URLs)
- 250 x 200 pixels image and 300 x 225 pixels images required

AMPLIFIED SRC TRAFFIC DRIVERS

The Sponsored Resource Center is the most direct channel offered by the AAFP for sharing your branded educational/informational content with our concentrated audience of family physicians. Make the most of that reach by activating additional AAFP channels to amplify brand awareness and increase engagement with your content.



JOURNAL TRAFFIC DRIVERS

Leverage the most read journals in family medicine to drive traffic to your SRC content.

- *FPM* Quick Tips & Insights mailed weekly to 96,000 opt-in subscribers and AAFP members.
- Content promoted in email deployments via Sponsored Content gateway.
- *FPM* eTOC mailed bi-monthly to 85,000 opt-in subscribers and AAFP members.
- *FPM* is the official practice improvement journal of the AAFP, focused on what family physicians need today: practical, peer-reviewed advice on patient care and practice. *FPM* is delivered bi-monthly in print and digital formats and is viewed more than 380,000 times each month.

- Each month, *AFP* mails both an eTOC and an eNewsletter to 110,000 opt-in subscribers and AAFP members.
- Text advertising drives visitors to your content in the SRC.
- *AFP* is the official peer-reviewed journal of the AAFP, the most read editorially independent, evidence-based, clinical review journal in primary care. The journal is published once a month, mailed to an audience of more than 171,000 primary care physicians, and generates more than 2.7 million online page views a month in the U.S. alone.

SPONSORED RESOURCE CENTER PACKAGE

TACTIC	DELIVERABLE	BASE PRICING	FREQUENCY	REACH
Sponsored Resource Center (SRC)	Your content is featured in the SRC on aafp.org. Physicians click on the summary posted online to download the content.	\$12,000	90 days	
SRC eNewsletter	Your content is featured in one SRC eNewsletter mailed to AAFP members.	Included in above	1x	69,000-plus recipients
	TOTAL	\$12,000		

THE COMPREHENSIVE SPONSORED RESOURCE CENTER AMPLIFICATION PACKAGE

Maximize visibility for your content.

Please note: Amplification Package pricing is in addition to standard package pricing.

TACTIC	DELIVERABLE	PRICING	FREQUENCY	REACH
Text messaging in the Sponsored Content gateway in the <i>FPM</i> eTOC or eNewsletter	Physician-facing text messaging appears in the <i>FPM</i> weekly eNewsletters to drive traffic to your content in the AAFP's SRC. (300 characters with spaces)		2x	160,000 recipients (eTOC) 190,000 recipients (eNews)
Run-of-site digital ads on aafp.org/afp and aafp.org/fpm	Online digital banner ads on <i>AFP</i> and <i>FPM</i> websites to generate awareness and drive traffic to the content in the AAFP's SRC		90 days	150,000 total impressions
	SRC PACKAGE PRICE	\$21,490 (represents a 25% discount on the actual total value)		

TOTAL COST OF SRC ARTICLE PLUS AMPLIFICATION PACKAGE PRICE	\$33,490
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Contact us today to learn more.
AAFP Strategic Engagements
(913) 906-6265
sponsoredresourcecenter@aafp.org

About the AAFP

Standing together—129,600 strong—we are the American Academy of Family Physicians (AAFP). Collectively, our members work diligently toward a common goal—to achieve the best possible health outcomes for our patients. We are committed to our members and to ensuring that family medicine is seen as the cornerstone of the American health care system.

Family physicians conduct approximately one in five of the total medical office visits in the United States per year—more than any other specialty. Family physicians provide comprehensive, evidence-based, and cost-effective care dedicated to improving the health of patients, families, and communities. Family medicine's cornerstone is an ongoing and personal patient-physician relationship, where the family physician serves as the hub of each patient's integrated care team. More Americans depend on family physicians than on any other medical specialty.

To learn more about the AAFP and family medicine, visit aafp.org. Follow us on Twitter and like us on Facebook. For information about health care, health conditions, and wellness, visit the AAFP's award-winning consumer website, familydoctor.org.