

Gain Exclusive Access to Family Physicians



Built-in Engagement

AAFP Member Advantage offers companies the opportunity to reach our member base of family physicians through special discounts and offers on products and services. Whether you choose a Basic, Standard or Premium Partnership, exposure to our extremely engaged audience of family physicians with strong buying power is unparalleled by other membership or affinity programs.

AAFP Member Advantage Packages

	\$50,000	\$15,000	\$5,000
Annual MA Partner Benefits	Premium	Standard	Basic
AAFP Member Advantage Webpage	X	X	X
Company Offer Landing Page	X	X	X
Listed on mobile App	X	X	X
Introduction to membership within 90 days	X	X	X
Ability to use AAFP Member Advantage logo	X	X	X
AAFP Member Advantage Newsletter - 6 issues/yr			
- Feature Section	1X/yr		
- Spotlight Section	1X/yr	1X/yr	
- Logo	X	X	X
AAFP Member Mailing List	2X/yr	1X/yr	
ChexMix: Chapter Communication	2X/yr	1X/yr	
Shared during National Conference*	X	X	
Shared during Family Medicine Experience*	X	X	
AAFP Member Advantage partner designation on purchased booth at AAFP events	X	X	
Social Media Channels (identified as a MA partner)***	6 Total Posts	2 Total Posts	
Full Page Journal Ad (product offering identified under MA umbrella)	X		
Member Advantage digital banners are placed on journal website**	X		

*Shared in selected communications as available.

**As space is available.

***Social media posts may be bundled with other MA partners.

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Basic Partnership

This entry-level partnership is perfect for new partners who wish to associate their brand with the AAFP and impact members with a unique offering and exclusive discount.



Your Commitment

- One-year contract and annual minimum royalties of \$5,000
- One of the following discount options on a product or service of your choice:
 - An exclusive discount lower than what is otherwise available on the marketplaceOR
 - A discounted package of products/services available exclusively to AAFP members

Standard Partnership

The standard partnership is the ideal choice for sharing your unique offering and exclusive discount to our members using more channels and frequency to gain a larger reach.

Your Commitment

- Two-year contract, annual minimum royalties of \$15,000
- Quarterly royalty to AAFP with quarterly metrics
- One of the following discount options on a product or service of your choice:
 - An exclusive member discount lower than what is otherwise available on the marketplaceOR
 - A discounted package of your products/services available exclusively to AAFP members

Premier Partnership

Get the most out of your investment with the highest potential impact, sharing your unique offering and exclusive discount across the most channels and communications possible for the greatest potential reach.

Your Commitment

- Two-year contract, annual minimum royalties of \$50,000
- Quarterly royalty to AAFP with quarterly metrics
- One of the following discount options on a product or service of your choice:
 - An exclusive member discount lower than what is otherwise available on the marketplaceOR
 - A discounted package of products/services available exclusively to AAFP members

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