

# Graphic Artwork & Submission Specifications

The AAFP uses our internal design team and outside vendors to produce a variety of materials. The purpose of this document is to assist you in the process of creating files that are acceptable for production of multiple media types. You can help us in this effort by providing digital art files using the following guidelines.

## \*AAFP Acceptable File Types (Internal)

### \*Print Materials:

- High-res PDF-X/4, all fonts converted to outlines *preferred*
- EPS files ONLY for providing logos, all fonts converted to outlines.
- No bleeds are offered, only submit files with proper dimensions of ad space.

### \*Belly Band (FMX only):

- Bleeds may be used on belly bands. For Belly Bands acceptable working files include InDesign or Illustrator. (include bleed and crop marks (.125" bleed) in the PDF.
- If working files are provided for the belly band, please make sure all fonts and linked art are packaged into the submission.

**\*NOTE: These are guidelines for the National Conference (NC) Program & Exhibit Guide and Family Medicine Experience (FMX) On-site Program and Expo Guide and Belly Band only.**

## Other Acceptable File Types and Support Files (External)

### NATIVE FILES: (Please provide with fonts & links zipped)

- AI CLOUD (CC) file with packaged supporting links and fonts.
- AI (Cs6, CS6, CS4...) file with embedded links and outlined fonts
- EPS files with embedded links and outlined fonts.
- INDD file with Packaged supporting links and fonts

### PRINT FILES:

- High-res PDF-X/4 *preferred*
- AI with PDF content (choose this option when saving file).
- EPS files with embedded links and outlined fonts.
- All colors should be converted to CMYK (except black text).
- 300dpi

### RASTER OR BITMAP ART:

- Photoshop EPS (Preferred, use 8-bit preview, Max. Quality JPG compression)
- PSD (make sure font layers are rasterized)
- TIFF, JPG (quality 8 and higher)

## Specifications for the AAFP Website Advertising

- File Formats Accepted: .html, .js, images, etc.
- Leaderboard Ad: 728x90 (200KB Max initial file load size)
- Skyscraper Ad: 160x600 (200KB Max initial file load size)
- Smartphone Static Wide Banner Retractable: 320x50 (50KB Max initial file load size)
- For linked ads, URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the AAFP.
- All third-party vendor-supplied tags are subject to approval and must be accompanied by destination URL. In addition, tags need to be distinct for email or site usage.

## Specifications for the AAFP Email Communication Advertising

- Rectangular ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted).
- Display rectangle ad: 300x250 pixels
- Advertorial: 65-character headline, 300-character body copy excluding spaces
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- The maximum ad file size is 100KB–125KB.

- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only 1 URL is accepted per animated GIF—we do not allow separate URLs embedded in individual frames.

## Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe PageMaker or Freehand files are not accepted.

## Important notes for all products

All advertising is subject to AAFP approval and must be approved prior to distribution or final print.

## Doctor's Bag

- All quantities are based on projected attendance and room blocks.
- Insert Dimensions: 8 ½" x 11", maximum weight is 4 ounces.
- Because of weight & bulk, distribution of magazines, newspapers, and other publications will not be permitted in the bag.

## Submitting digital files

Send to [gpage@aaafp.org](mailto:gpage@aaafp.org), zipped files, Drop Box or One Drive

## Proofs

Contract proofs are **required** for all ads.

## Contact for submitting color proofs and ad materials:

*Please contact the AAFP if you have any questions.*

American Academy of Family Physicians (AAFP)

Attn: Gina Page, CMP ([gpage@aaafp.org](mailto:gpage@aaafp.org))

11400 Tomahawk Creek Pkwy

Leawood, KS 66211

913-906-6066

## PRINT ADVERTISING

### Ad sizes and dimensions (width x height)

- No bleed required except for Bellyband .125" if desired (FMX only)
- No crop marks required

**Covers  
& Full Page**  
6.5" x 9.75"  
(NC & FMX)

**1/2 Page Horizontal**  
6.5" x 4.625"  
(NC & FMX)

**1/2 Page Vertical**  
3.125" x 9.75"  
(FMX only)

## WEBSITE ADVERTISING

### Ad sizes and dimensions (width x height)

**Leaderboard Ad**  
728x90 pixels &  
320x50 pixels

**Skyscraper Ad**  
160 x 600 pixels