

FPM SPONSORED CONTENT

Connecting Your Content With Our Audience

About FPM

The *FPM* journal pages on aafp.org offer hardworking family physicians and their teams timely resources to help them improve their practice, provide better care, and have rewarding careers. Regularly refreshed content includes articles from the peer-reviewed *FPM* journal as well as quick tips and tools *FPM* readers use to help solve the daily challenges of family medicine practice.

Sharing Your Thought Leadership

Have your content hosted on the AAFP's website on the *FPM* journal homepage and gain exposure to more than 136,700 registered users of the website, including family physicians, practice managers, family medicine nurses and more.

Get the Details and Get Started Today

The *FPM* sponsored content program is limited to five participants at a time. To secure your program please speak to your account manager. The following guidelines can help you quickly and easily get your curated sponsored content into the hands of family physicians and practice team members.



Package 1

1-month content hosting with <i>FPM</i> homepage gateway	\$12,000 value
50,000 guaranteed banner impressions on journal sites	\$5,750 value
1 inclusion in <i>FPM</i> e-Newsletter	
Sponsored Content section	\$4,660 value

Total Product Value	\$22,410
2022 Bundle Rate	\$20,000

11% discount off full price – save (\$2,410)

Package includes: 1 month of hosted content, 1 *FPM* e-newsletter promotion deployment and 50,000 guaranteed banner impressions

2022 rate: \$20,000

Package 2

2-month content hosting with <i>FPM</i> homepage gateway	\$20,000 value
110,000 guaranteed banner impressions on journal sites	\$12,650 value
2 inclusions in <i>FPM</i> e-Newsletter	
Sponsored Content section	\$9,320 value

Total Product Value	\$41,970
2022 Bundle Rate	\$35,000

17% discount off full price – save (\$6,970)

Package includes: 2 months of hosted content, 2 *FPM* e-newsletter promotion deployments and 110,000 guaranteed banner impressions

2022 rate: \$35,000*

* To cover additional work required for redeployment if client is not running consecutive months, a 10% surcharge will be applied to the package price.

Package 3

3-month content hosting with <i>FPM</i> homepage gateway	\$30,000 value
220,000 guaranteed banner impressions on journal sites	\$25,300 value
4 inclusions in <i>FPM</i> e-Newsletter	
Sponsored Content section	\$18,640 value

Total Product Value	\$73,940
2022 Bundle Rate	\$60,000

19% discount off full price – save (\$13,940)

Package includes: 3 months of hosted content, 4 *FPM* e-newsletter promotion deployments and 220,000 guaranteed banner impressions

2022 rate: \$60,000*

* To cover additional work required for redeployment if client is not running consecutive months, a 10% surcharge will be applied to the package price.

Speak to your account manager.



AMERICAN ACADEMY OF
FAMILY PHYSICIANS



Better practice.
Healthier patients.
Rewarding career.

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Guidelines for Sponsored Content

- Sponsored Content should be about **thought leadership**, and not any individual company's positioning of its product(s) within that thought leadership. These parameters are designed to make the content about **an idea that should be of interest to primary care physicians**, not about public relations specific to one company or its product(s).
- The "Learn More" button will be placed at the end of the content, **sending readers to the sponsor site so they may learn more.**
- In addition to this content, the sponsor is getting their logo, email, company description, branded banner ads, and a tag line at the top of the content that says "Sponsored by ____". So, anyone looking at the content will know it came from the sponsor company.
- This is an opportunity to **educate** and **inform**, providing expertise to an engaged audience in the setting of valued and relied upon content published by the AAFP. **As a trusted leader, this is an opportunity to then connect this audience with your product.**
- Please note, all sponsors and materials are subject to approval by AAFP. Materials are due to AAFP no later than the 15th of the month prior to the program start date.

Sponsored Content Specifications

Sponsored Content homepage

- **Headline:** Max: 60 characters with spaces.
- **Copy:** Max: 1,200 words
- **Video hosting:** Videos up to 3 minutes in length
- **Call to action:** Button or bolded text which links to sponsor URL or document, etc.
- **Image:** 600w x 450h (may also be used for email placement)
- **Logo:** Any width x 80h (at bottom of page)
- **Company description:** Max: 300 characters with spaces
- **Email:** Company email (under company logo)
- **External links:** Maximum of 10 within the sponsored content

FPM journal homepage promotional placements

- **Headline:** 1 line = Max: 30 characters with spaces
2 lines = Max: 60 characters with spaces
- **Intro text:** Max: 100 characters with spaces

FPM e-newsletter promotion

- **Headline:** Max: 66 characters with spaces
- **Sponsor company name:** Max: 50 characters with spaces
- **Body description:** 300 characters with spaces

Run-of-Site Banners on AFP and FPM Webpages

Leaderboard: 728w x 90h

Skyscraper: 300w x 600h

Medium box: 300w x 250h

Mobile: 320w x 50h

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