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

The AAFP is home to more than 131,000 practicing physicians, residents, medical students, and life members. Through the AAFP Sponsored Resource Center (SRC), you can host your educational/informational content on the official website of the American Academy of Family Physicians.

Brands are using this 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 Alzheimer’s disease, ADHD, vaccines, health care technology, genetics, smoking cessation, and more.

**PLACE YOUR CONTENT IN THE HANDS OF FAMILY PHYSICIANS.**

**Sponsored Resource Center Package:**

- For 90 days, content is hosted directly on aafp.org/SRC, the AAFP’s official member website.
- Your SRC content is pushed out to AAFP members as a feature in one of our monthly SRC eNewsletters.
- Web content placement includes a photo, description, and your logo, along with a link to view or download your content.
SPONSORED RESOURCE CENTER ENEWSLETTER

Resources from Sponsors

Disclaimer
The posting of sponsored information and content on this page should not be considered an AAFP endorsement or recommendation of the sponsor’s products, services, policies, or procedures. The information and opinions expressed on this page are those of the paid sponsor and do not necessarily reflect the views of AAFP. AAFP is not responsible for the content of third-party websites that are linked from this page. Moreover, any links on this page to third-party websites where goods or services are advertised are not endorsements or recommendations by AAFP of the third-party sites, goods or services.

The following sponsor-developed resources may be of interest:

- **New Research Changing Management of Asthma**
  Asthma Today is a resource for asthma patients and their families created by the American Thoracic Society and supported by an educational grant from GlaxoSmithKline. The e-booklet discusses asthma symptoms, diagnosis, and treatments, and features the latest research on asthma presented at the ATS 2017 International Conference.
  Free e-booklet provided by American Thoracic Society through a grant from GlaxoSmithKline.

- **ANA-The Misunderstood Lab Test**
  Through this video presentation, you will learn about the clinical benefits of the first line screen test for autoimmune diseases. ANA testing by IFA microscopy is a highly sensitive test for detecting up to 150 antibodies and is the gold standard set by the American College of Rheumatology. ANA IFA testing in the correct clinical setting can lead to early diagnosis and treatment of devastating diseases.
  ANA IFA uses HEP-2 human tissue culture cells to detect autoantibodies directed against antigens in the cell nucleus and cytoplasm. A fluorescent

- Sponsored resources are promoted via a monthly eNewsletter to drive traffic to the content posted on aafp.org.

- Mailed to 65,000-plus active and engaged AAFP members.

MONTHLY ENEWSLETTER FEATURES YOUR CONTENT AND DRIVES TRAFFIC.
SPONSORED RESOURCE CENTER
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.

AMPLIFY THE
IMPACT OF
YOUR CONTENT.

Your Content on the Sponsored Resource Center (SRC)

- SRC eNewsletter
- AFP/FPM Journal Websites
- AFP Journal eTOC
- FPM Journal eNewsletter
- FPM Homepage Link

Physicians
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 86,000 opt-in subscribers and AAFP members.
- Content promoted via inline text.
- **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 by more than 166,000 AAFP members and subscribers.

- **AFP eTOC** mailed twice monthly to 100,000 opt-in subscribers and AAFP members.
- Inline 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 twice a month and mailed to an audience of more than 180,000 primary care physicians, and generates more than 4 million online page views per month.
## SPONSORED RESOURCE CENTER PACKAGE

<table>
<thead>
<tr>
<th>TACTIC</th>
<th>DELIVERABLE</th>
<th>BASE PRICING</th>
<th>FREQUENCY</th>
<th>REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Resource Center (SRC)</td>
<td>Your content is hosted in the SRC on aafp.org. Physicians click on the summary posted online to download the content.</td>
<td>$12,000</td>
<td>90 days</td>
<td>65,000-plus impressions</td>
</tr>
<tr>
<td>SRC eNewsletter</td>
<td>Your content is featured in the SRC eNewsletter mailed to AAFP members. Duration: 90 days.</td>
<td>Included in above</td>
<td>1x</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>$12,000</strong></td>
<td></td>
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</tbody>
</table>

Contact us today to learn more.  
Laurie Brown, Program Strategist  
AAFP Strategic Engagements  
(913) 906-6123  
lbrown@aafp.org  
sponsoredresourcecenter@aafp.org

A TRUSTED SOURCE FOR SHARING A VARIETY OF PRIMARY CARE RESOURCES.
# THE COMPREHENSIVE SPONSORED RESOURCE CENTER AMPLIFICATION PACKAGE

Maximize visibility for your content.

<table>
<thead>
<tr>
<th>TACTIC</th>
<th>DELIVERABLE</th>
<th>PRICING</th>
<th>FREQUENCY</th>
<th>REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline text messages in the AFP eTOC</td>
<td>Physician-facing text messaging appears in the AFP eTOC eNewsletters to drive traffic to your content in the AAFP’s SRC. (350 characters)</td>
<td>$6,390</td>
<td>1x</td>
<td>100,000 impressions</td>
</tr>
<tr>
<td>Inline text messaging in the FPM eNewsletter</td>
<td>Physician-facing text messaging appears in the FPM weekly eNewsletters to drive traffic to your content in AAFP’s SRC. (350 characters)</td>
<td>$4,530</td>
<td>1x</td>
<td>86,000 impressions</td>
</tr>
<tr>
<td>Run-of-site messaging on aafp.org/afp and aafp.org/fpm</td>
<td>Online text messaging on AFP and FPM websites to generate awareness and drive traffic to the content in the AAFP’s SRC.</td>
<td>$10,000</td>
<td>90 days</td>
<td>100,000 total impressions</td>
</tr>
</tbody>
</table>

**VALUE**

- **SRC PACKAGE PRICE**: $18,800
- **PACKAGE SAVINGS OF MORE THAN 10%**

**SPONSORED RESOURCE CENTER CONTACT**

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About the AAFP
Standing together—131,400 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.