

# FPM ANTHOLOGIES

## Compliant Sponsorship Opportunities

Available as a digital edition, an exclusive sponsorship, and/or a print publication.

*Family Practice Management (FPM)* Anthologies are collections of popular articles that cover a range of practice improvement topics and offer helpful how-to advice on developing and enhancing practices. Physicians and other health care professionals keep these collections for guidance and refer to them time and time again.

Attach your company or product to this valuable tool designed for and used by family physicians.

### OPTION #1: Standard Digital Sponsorship

The *FPM Anthology* is distributed through the *FPM* eTOC and eNewsletter to more than 130,000 AAFP members and opt-in subscribers via a promoted link. Additionally, the sponsor receives a link for their for additional distribution.

The sponsorship includes:

- Four product ad pages (C2, P1, C3, C4)
- Sponsor credit, which appears with *FPM* logo as the digital edition is loading
- Sponsor credit, which appears on the cover
- Sponsor message on one of the ad positions, which can include a promotional video message
- Non-exclusive

**Sponsorship fee: \$22,500**

### OPTION #2: eBook Sponsorship

All information reflowed into the popular eBook format and made available for distribution at no charge through the AAFP.

The sponsorship includes:

- Cover attribution
- Product ad inside an eBook
- Promotion through advertising, which appears in/on:
  - *FPM* eTOC/eNewsletter (130,000++)
  - [www.aafp.org/fpm](http://www.aafp.org/fpm)

**Sponsorship fee: \$26,500**

### OPTION #3: Print Edition Sponsorship

What's included?

- Approximately 52 pages (includes covers) of content and advertising
- Sponsor credit, which appears on cover
- Four product ad pages (C2, P1, C3, C4)
- Can be exclusive when purchased in combination with Option #2

**Sponsorship fee:\***

*\*Based on quantity printed. Shipping and special bundling charges are not included.*

### FPM Anthology Topic Selection

Topics now available:

- Access to Care
- Care Team & Staffing
- Patient-Centered Care
- Practice Efficiency
- Practice Essentials
- Preventive Care
- Quality & Safety
- Billing & Claims
- Coding
- Documentation Guidelines for E/M Services
- ICD-10 Coding
- Medicare Annual Wellness Visits
- Employed Practice
- Life Balance
- Electronic Health Records

Family Practice Management®

ANTHOLOGY



Practice Essentials II

AAFP

Contact the **AFP/FPM Advertising Sales Team** for pricing and additional information at (201) 288-4440 or [AAFP\\_NJ@aafp.org](mailto:AAFP_NJ@aafp.org).