

FPM SPONSORED CONTENT

Connecting Your Content With Our Audience

About FPM

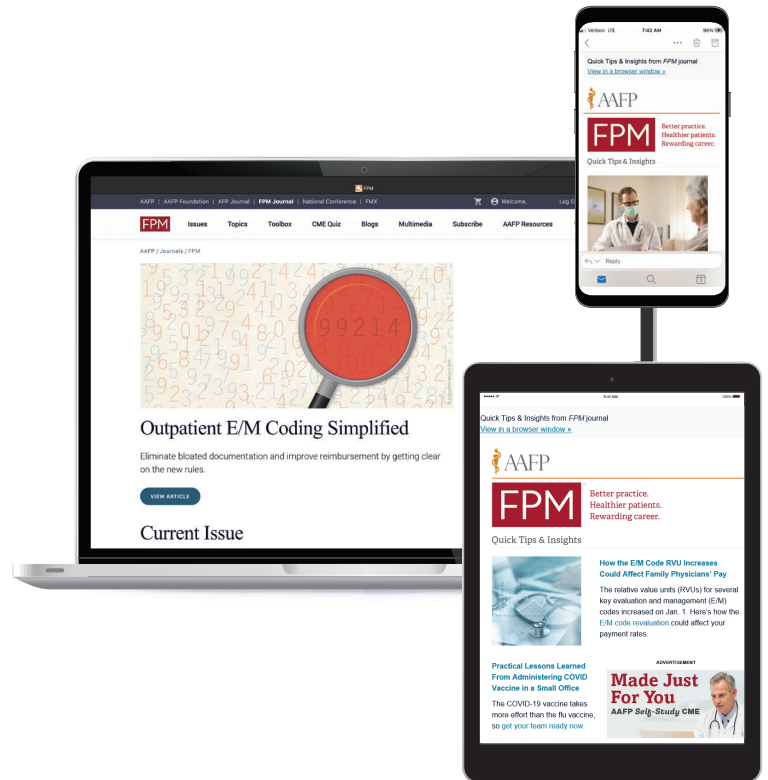
The *FPM* journal pages on aafp.org offer hardworking family physicians and their teams timely resources to help them improve their practice, provide better care, and have rewarding careers. Regularly refreshed content includes articles from the peer-reviewed *FPM* journal as well as quick tips and tools *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
- Gateway to the content on the *FPM* journal homepage
- Additional drivers to content – Sponsored Content Gateway on the *FPM* eNewsletter

***Banner ads** across the journal websites to drive traffic directly to the content page

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

- 1-month content hosting
- Gateway to the content on the *FPM* journal homepage
- Additional drivers to content – Sponsored Content Gateway on the *FPM* eNewsletter

***Banner ads** across the journal websites to drive traffic directly to the content page

Package includes: 1 month of hosted content – 2 *FPM* e-newsletter promotion deployments and 100,000 guaranteed banner impressions

2022 rate: \$30,000

Package 3

- 3-month content hosting
- Gateway to the content on the *FPM* journal homepage
- Additional drivers to content – Sponsored Content Gateway on the *FPM* eNewsletter

***Banner ads** across the journal websites to drive traffic directly to the content page

Package includes: 3 months of hosted content – 6 *FPM* e-newsletter promotion deployments (2 per month) and 300,000 guaranteed banner impressions

2022 rate: \$45,000

Speak to your account manager.

FPM SPONSORED CONTENT

Connecting Your Content With Our Audience

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)

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

Speak to your account manager.