### About FPM

The FPM hub on aafp.org offers hardworking family physicians and their teams timely resources to help them improve their practice, provide better care, and have rewarding careers. Regularly refreshed content on the FPM hub includes articles from the peer-reviewed FPM journal as well as other patient-centered solutions to everyday situations.

### Sharing Your Thought Leadership

Have your content hosted on the AAFP’s website within the FPM hub 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

To secure a sponsored content 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 medicine physicians and practice team members.

<table>
<thead>
<tr>
<th>Package 1</th>
<th>Package 2</th>
<th>Package 3</th>
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<tbody>
<tr>
<td>• 1-month content hosting</td>
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<td>• 3-month content hosting</td>
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<td>• 2 gateways to the content (1 on the FPM hub and the other on the current issue homepage)</td>
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<td>• Additional drivers to content – Sponsored Content Gateway on the FPM eNewsletter</td>
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<td>*Banner ads across the journal websites to drive traffic directly to the content page</td>
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<td><strong>Package options:</strong> 1 month of hosted content – 1 FPM email promotion deployment and 50,000 guaranteed banner impressions</td>
<td><strong>Package options:</strong> 1 month of hosted content – 2 FPM email promotion deployments and 100,000 guaranteed banner impressions</td>
<td><strong>Package options:</strong> 3 months of hosted content – 6 FPM email promotion deployments (2 per month) and 300,000 guaranteed banner impressions</td>
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</table>

Speak to your account manager.
### 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 and hub promotional placement)
- **Logo:** Any width x 80h (at bottom of page)
- **Company description:** Max: 300 characters
- **Email:** Company email (under company logo)

**FPM hub and FPM journal homepage promotional placements**
- **Headline:** 1 line = Max: 30 characters. 2 lines = Max: 60 characters
- **Intro text:** Max: 100 characters with spaces

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

### Adjacent Advertising – FPM Hub

**Leaderboard**
- 728w x 90h. Two available – one on the top of the page and one at the bottom.

**Skyscraper**
- 300w x 600h. Max of one at a time.

**Medium box**
- 300w X 250h. One to two available depending on usage of skyscraper.

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Speak to your account manager.