

# FPM SPONSORED CONTENT

## Connecting Your Content With Our Audience

### About FPM

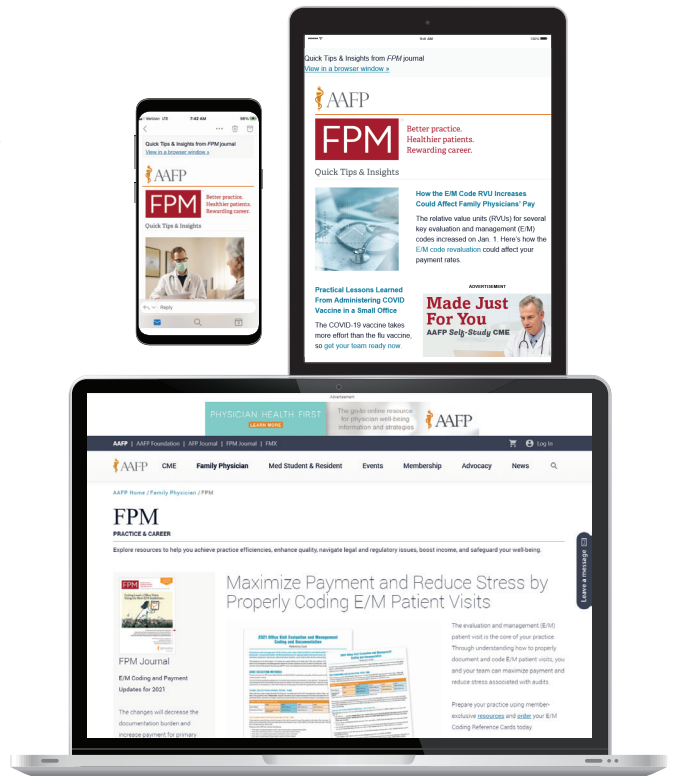
The *FPM* hub on [aafp.org](http://aafp.org) offers hardworking family physicians and their teams timely resources to help them improve their practice, provide better care, and have rewarding careers. Regularly refreshed content on the *FPM* hub includes articles from the peer-reviewed *FPM* journal 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 contact John Molluso at [jmolluso@aafp.org](mailto:jmolluso@aafp.org) or Mickey Cotter at [mcotter@aafp.org](mailto:mcotter@aafp.org). 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.



### Package 1

- 1-month content hosting
- 2 gateways to the content (1 on the *FPM* hub and the other on the current issue 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 options:** 1 month of hosted content – 1 *FPM* email promotion deployment and 50,000 guaranteed banner impressions

### Package 2

- 1-month content hosting
- 2 gateways to the content (1 on the *FPM* hub and the other on the current issue 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 options:** 1 month of hosted content – 2 *FPM* email promotion deployments and 100,000 guaranteed banner impressions

### Package 3

- 3-month content hosting
- 2 gateways to the content (1 on the *FPM* hub and the other on the current issue 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 options:** 3 months of hosted content – 6 *FPM* email promotion deployments (2 per month) and 300,000 guaranteed banner impressions

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

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### 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)

#### 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.

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).