

Advertising & Sponsorship Fact Sheet

The Ohio Family Physician • The Weekly Family Medicine Update • www.ohioafp.org



OHIO ACADEMY OF
FAMILY PHYSICIANS

Membership Profile

What is Ohio Academy of Family Physicians?

Established in 1948, Ohio Academy of Family Physicians (OAFP) is a statewide, professional association with approximately 4,200 members, including practicing family physicians, family medicine educators, family medicine residents and medical students. OAFP is a state chapter of American Academy of Family Physicians.

What is the mission of OAFP?

OAFP shapes health care through advocacy, empowers the specialty of family medicine through leadership, and facilitates achievement of professional excellence and satisfaction through education.

Who are OAFP Members?

Approximately 80 percent of all practicing family physicians in Ohio are members of OAFP. In addition, OAFP membership includes family medicine residents from 22 allopathic residency programs and medical students from the eight medical schools throughout Ohio.

Magazine: The Ohio Family Physician

Describe the content and frequency of *The Ohio Family Physician*.

The Ohio Family Physician is a continuing medical education (CME) journal published quarterly and mailed in mid-March, June, September and December. Typical subject matter includes features on clinical topics and other subjects that affect today's family physicians including the patient-centered medical home, practice management and technology, and health care advocacy and legislation. The magazine also serves as a vehicle for OAFP to communicate with its members important dates, partnerships, conferences, opportunities and other news.

What is *The Ohio Family Physician* circulation and who are your subscribers?

Our current circulation is approximately 4,400. Subscribers include the entire OAFP membership, Ohio and national legislators, American Academy of Family Physicians state chapter executives, Ohio medical associations, and Ohio medical libraries.

E-newsletter: The Weekly Family Medicine Update

Describe the content and frequency of *The Weekly Family Medicine Update*.

The Weekly Family Medicine Update is distributed to subscribers every Tuesday and contains important news about health care advocacy and legislation, important dates, partnerships, conference opportunities, and other member news.

What is *The Weekly Family Medicine Update* circulation and who are your subscribers?

The current distribution of OAFP's weekly e-newsletter is approximately 3,500. Subscription to WFMU is provided to all members as a member benefit. Non-members can also request to receive the e-newsletter.

Web Site: www.ohioafp.org

Describe the content of www.ohioafp.org.

The official Web site of OAFP contains information divided into the following categories: Members, Residents, Students & FMIG, CME & Conferences, About OAFP, News & Publications, Legislation & Advocacy, and Medical Home. The Home page of the Web site contains up-to-date Academy news, regional chapter information and news, and important alerts for members about health care advocacy and legislation, important dates, partnerships, and conference opportunities. The site is updated every other week to keep members coming back on a regular basis. Members are encouraged to set the site as their Home pages.

How many visitors and hits does www.ohioafp.org receive?

The Web site averages more than 4,400 page views per month and an average of more than 2,000 visits per month.

Advertisers and Sponsors

Who advertises in OAFP publications and on the Web site?

Display and classified advertisements are available in both *The Ohio Family Physician* and www.ohioafp.org. Sponsorships of *The Weekly Family Medicine Update* are also available.

Advertisers and sponsors include medical malpractice and professional liability insurance companies, practice management service providers, health information technology solution companies, health care non-profit organizations, hospital systems, laboratories, family physician recruiters, and others. Products and services eligible for advertising and sponsorships must meet the standards of the current OAFP Advertising & Sponsorship Guidelines.

Rates

What are OAFP rates?

OAFP offers a variety of advertising and sponsorship opportunities to fit your needs. Request rate cards from the appropriate representative (contact information below).

Are discounted advertising rates available?

Discounted magazine and Web site advertising rates are available to OAFP Foundation Corporate Members, organizations who exhibit at or sponsor OAFP conferences, and organizations hosting AAFP CME accredited programming. Also, OAFP members receive discounts on all classified advertising rates. For more information on specific discounts and incentives, please contact the appropriate representative.

For year-long advertisers, OAFP offers special magazine and Web site bundle rates. Contact the advertising representative for more information.

Contact

Who can I contact for more information?

For Display Advertising:

Brenda L. Eganhouse, Advertising Representative
Phone: 614-901-4179
Fax: 614-901-4179
E-mail: advertising@ohioafp.org

For Classified Advertising or WFMU Sponsorships:

Emily Pavoni, Membership Services Manager
Phone: 614-267-7867
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