

Sponsorship Rates & Agreement

Sponsor Name _____

Contact Name/Title _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

SPONSORSHIP START DATE	SPONSORSHIP END DATE	SPONSORSHIP ARTWORK/HYPERLINK INSTRUCTIONS	RATE (include discount if applicable)

Terms of Sponsorship

The sponsoring organization, hereafter referred to as the Sponsor, and the Ohio Academy of Family Physicians (OAFP) agree to the following terms:

1. The Sponsor will provide an unrestricted grant in the amount previously noted on this agreement for the purpose of underwriting OAFP's weekly e-newsletter, *The Weekly Family Medicine Update* (WFMU), which is distributed 50 times per year to approximately 3,000 subscribers.
2. The sponsorship will be effective for the length of time previously noted in this agreement.
3. The Sponsor will be given exclusive acknowledgment in WFMU for the length of the sponsorship. During this period of time, OAFP will not accept additional sponsorships for WFMU. Sponsorship of WFMU does not include a sponsorship presence on OAFP's Web site (www.ohioafp.org).
4. The Sponsor and OAFP will work together to secure physicians and/or field experts who will author clinical articles. Topics of these articles will be current, useful and relevant to subscribers, but also strive to relate in some way to the Sponsor's interests in the healthcare industry.
5. Next to the aforementioned clinical articles, the Sponsor will receive placement of its corporate logo or name, preceded by the phrase "Sponsored by." The logo may be activated as a hyperlink at the request of the Sponsor.
6. The number of clinical articles to be written by physicians and/or field experts will be mutually agreed upon by both the Sponsor and OAFP and may rotate more than once during the sponsorship period.
7. OAFP reserves the right to refuse publication of any article that includes the promotion of products or brand names for use by a physician or the endorsement of specific products or brand names, including those of the Sponsor.
8. OAFP's policy on outside research surveys applies to advertising in WFMU: "Ohio Academy of Family Physicians (OAFP) will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in *The Weekly Family Medicine Update* (WFMU), *The Ohio Family Physician* and/or the OAFP Web site only.* Before signing the sponsorship agreement or advertising contract, the physician Web site editor or magazine editor must review and clear all surveys and be in contact with the interested sponsor or advertiser. The survey also must be of interest or pertain to family medicine." * OAFP will not accept or disseminate research surveys and/or studies in any of its other communications. Sponsorship and advertising rates can be found on *The Ohio Family Physician* and Web site rate card and WFMU sponsorship agreement. OAFP members will receive a discounted rate. The sponsorship or advertising fee for state agencies or fellow members of the Ohio Primary Care Coalition may be waived at the discretion of the editor.
9. The Sponsor will be invoiced for the total sponsorship amount prior to the first sponsored issue of WFMU.

Signature for Billing Purposes

Sponsor Name _____ Title _____

Signature _____ Date _____ PO No. _____

Sponsorship Rates

Sponsorship Length	Rate	Savings
One Week	\$150	
Four Weeks	\$570	5% Discount Off Single Week Rate
Three Months/13 Weeks	\$1,755	10% Discount Off Single Week Rate
Six Months/26 Weeks	\$3,120	20% Discount Off Single Week Rate
One Year/52 Weeks	\$5,460	30% Discount Off Single Week Rate