

2012 Display Advertising Agreement

Advertiser Name _____

Agency Name (if applicable) _____

Contact Name/Title _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail Address _____

Artwork Specifications

Submit artwork as a high-resolution PDF or TIFF (at least 300 dpi). Convert color to CMYK, including all nested or embedded images (if the ad is one-color, use grayscale), and make sure all fonts are embedded. Send artwork as an electronic file to Megan Smith at msmith@ohioafp.org. Include the contact name of designer or file creator and phone numbers. Incomplete or missing elements may incur a charge. If you would like OAFP to design your ad, the design fee is a minimum of \$100 per hour.

Advertising Contact

Brenda L. Eganhouse
(614) 901-4179
advertising@ohioafp.org

Fax completed agreement to Brenda Eganhouse at (614) 901-4179.

Issue(s)/Web site Section	Ad Size	Color Fee	Preferred Placement Fee	Discount	Total Contract Rate

OAFP is authorized to reserve the aforementioned requested advertising space at the indicated rate and subject to the terms below.

Signature _____ Date _____

Advertising is subject to acceptance by the publisher as to character, layout, text and design. The publisher will have no liability for errors in type. The publisher will not be liable for any cost or damages if for any reason it fails to publish an advertisement. Placement of advertisements is at the discretion of the publisher unless previously agreed to in writing. Incomplete/missing elements may incur a charge. Inserts are available for \$2,000 plus postage and production costs. Advertising of outside research surveys and/or studies must comply with OAFP's policy on outside research surveys: "Ohio Academy of Family Physicians (OAFP) will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in *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.

Extra charges apply for design, typesetting and layout or scanning at the publisher's cost. Advertisers agree to pay shorter-term contract rates for incomplete contracts. Advertising must be inserted within one year of first insertion contract to earn a frequency discount. Advertising rates are subject to change. All consecutive contract advertisers are protected against rate increases for the duration of the contract. Cancellations must be received in writing prior to the closing date; however, if the display advertiser chooses not to fulfill a contract, that advertiser will be subject to the full (single-insertion) price for ads already placed plus a 20 percent cancellation fee for ads not placed. All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.

Terms and Stipulations



2012 Rate Card

The Ohio Family Physician is a continuing medical education journal, published quarterly in mid-March, June, September and December.

The current circulation is approximately 4,100. 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.

Bonus: Each magazine ad will automatically be hyperlinked to your companies Web site on the digital version of the magazine - free of charge.

Advertising Rates

	4X	2X	1X
Full Page Bleed	\$825	\$925	\$1,025
Full Page	725	825	925
1/2 Page	400	465	550
1/3 Page	285	375	465
1/6 Page	215	245	305

Rate listed is for black and white art on a per issue basis.

Color Charges

Full Page Bleed	Add \$250 Per Issue
Full Page	Add \$250 Per Issue
1/2 Page	Add \$150 Per Issue
1/3 Page	Add \$100 Per Issue
1/6 Page	Add \$75 Per Issue

Preferred Placement

	4X	2X	1X
Back Cover 3/4 Ad (includes free color)	\$1,625	\$1,825	\$2,025
Inside Back Cover (includes free color)	1,475	1,675	1,875
Inside Front Cover (includes free color)	1,325	1,525	1,725
Other Preferred Position Pricing	Add 10% to Published Rate		

Web site Bundle Packages

Magazine & 12-Month Site Section Sponsorship

Full Page (4x)	\$3,475
1/2 Page (4x)	2,225
1/3 Page (4x)	1,765

Preferred Placement & 12-Month Site Section Sponsorship

Back Cover 3/4 Page (4x)	\$6,825
Inside Back Cover (4x)	6,225
Inside Front Cover (4x)	5,625

Bundle Package Stipulations

- OAFP excepts color ads only for the Web site; magazine ads are black and white unless a color charge is added.
- Rates do not include design fees, which are a minimum of \$100/hour.
- Rates are per each stagnant artwork design (no animation is allowed).
- Submit artwork as a JPEG (saved for Web and devices at 80 percent). Send artwork electronically to Emily Pavoni at epavoni@ohioafp.org.
- A total of three (3) site section ads will be allowed at one time.
- Advertiser selects site section of the Web site to sponsor from the following: Members – Practice Transformation – Advocacy – Quality Improvement & CME – News & Publications – About Us

Mechanical Specifications

	Width (inches)	Height (inches)
Full Page Bleed	9	11.5
Full Page	7	10
3/4 Cover Bleed	9	7.5
1/2 Page Horizontal	7	4.875
1/2 Page Vertical	4.875	7.375
1/3 Page Vertical	2.25	10
1/3 Page Square	4.625	4.875
1/6 Page Vertical	2.25	4.875

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Insertion Schedule

Issue/Circulation Dates	Reservations/Cancellations Due	Artwork Due
Spring 2012: Primary Care Workforce	Jan. 20, 2012	Feb. 3, 2012
Summer 2012: Technology Update	April 20, 2012	May 4, 2012
Fall 2012: Geriatrics	July 20, 2012	Aug. 3, 2012
Winter 2012: Patient Resources	Oct. 19, 2012	Nov. 2, 2012

Please see next page for contact information, terms and stipulations.



Discounts

Sponsors/Exhibitors of OAFP Meetings	10% off Published Rate
OAFP Foundation Corporate Members	5% off Published Rate
Sponsors of AAFP CME Credit Programs	5% off Published Rate

Limit of one discount or special offer per contract unless otherwise specified by the advertising representative at time ad agreement is signed.

Bundle packages already reflect a discount and are not eligible for further discounts.

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Rates

3 Months	6 Months	9 Months	12 Months
\$450	\$550	\$625	\$675

Specifications

Site Section	Width (pixels)	Height (pixels)
	248	74

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The official Web site of OAFP contains information divided into the following categories: Members, Practice Transformation, Advocacy, Quality Improvement & CME, News & Publications, and About Us. 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. Members are encouraged to set the site as their Home page.

The Web site averages more than 4,100 page views per month and an average of more than 1,800 visits per month.

Stipulations

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