

## WFMU Sponsorship Rates & Agreement

### Sponsorship Rates

	Rate	Savings***
One Week	\$ 280	—
Four Weeks	1,064	5% Off Single Week Rate
Three Months/13 Weeks	3,276	10% Off Single Week Rate
Six Months/26 Weeks	5,824	20% Off Single Week Rate
One Year/50 Weeks*	9,800	30% Off Single Week Rate

\*The WFMU is not distributed the weeks of Christmas and New Year's.

\*\*A \$40 surcharge will be applied to the total contract rate if the sponsor wishes to include a secondary image.

\*\*\*20% discount for OAFP Partners in Health will be applied to total contract rate

Sponsor Name \_\_\_\_\_

Agency Name (if applicable) \_\_\_\_\_

Contact Name/Title \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

PO Number \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Sponsorship Dates**

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**Total Contract Rate\*\***

### Sponsorship Contact

Emily Pavoni  
Director of Member  
Engagement  
(614) 914-5628

### Terms of Sponsorship

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

- The Sponsor will provide the amount previously noted on this agreement for the purpose of advertising in OAFP's weekly e-newsletter, the *Weekly Family Medicine Update (WFMU)*, which is distributed 50 times per year to more than 4,300 subscribers.
- The sponsorship will be effective for the dates previously noted in this agreement.
- The Sponsor will be given acknowledgment in the *WFMU* for the length of the sponsorship. During this period of time, the OAFP may accept one additional sponsorship for each week of the *WFMU*. There will be up to two sponsored articles for each week of the *WFMU*; the first Sponsor to sign the contract will receive the first spot, with its sponsorship appearing before the second Sponsor. Sponsorship of the *WFMU* does not include a sponsorship presence on the OAFP website ([www.ohioafp.org](http://www.ohioafp.org)).
- The Sponsor will provide articles to the OAFP in a Word document no later than one (1) week prior to the sponsorship date. 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. All articles will be reviewed, edited, and approved by the OAFP physician website editor.
- The Sponsor must provide its corporate logo or other image sized to 300 X 225 pixels saved for the web as a .jpg to appear with the article. Images that are submitted with a white background will have a shadow or border added to the image. A \$40 surcharge will be applied to the total contract rate if the sponsor wishes to include a secondary image. "Paid Sponsorship by" will be noted at the beginning of all articles.
- The 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.
- The OAFP's policy on outside research surveys applies to advertising in the *WFMU*: "The Ohio Academy of Family Physicians will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in *WFMU*, *The Ohio Family Physician (TOFP)*, and/or the OAFP website only.\* Before signing the sponsorship agreement or advertising contract, the physician website 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." \*The 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 *TOFP* and website rate card, and the *WFMU* sponsorship agreement. OAFP members will receive a 10% discount off the total contract rate. The sponsorship or advertising fee for state agencies or fellow members of the Ohio Coalition of Primary Care Physicians may be waived at the discretion of the editor.
- All consecutive contract sponsors are protected against rate increases for the duration of the contract. Sponsors agree to pay shorter-term contract rates for incomplete contracts. Cancellations must be received in writing prior to the closing date; however, if the sponsor chooses not to fulfill a contract, that sponsor will be subject to the full (single-insertion) price for articles already placed plus a 20% cancellation fee for articles not placed. All articles are accepted and published by the publisher upon the representation that the agency and sponsor are authorized to publish the entire contents and subject matter thereof. The agency and sponsor 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 articles, including, without limitation, those resulting from claims of suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.