

2012 WFMU Sponsorship Rates & Agreement

Sponsorship Rates

Rate	Savings
One Week \$160	—
Four Weeks 608	5% Off Single Week Rate
Three Months/13 Weeks 1,872	10% Off Single Week Rate
Six Months/26 Weeks 3,328	20% Off Single Week Rate
One Year/49 Weeks* 5,488	30% Off Single Week Rate

*WFMU is not distributed the weeks of the OAFP Members Assembly, Thanksgiving and Christmas.

Sponsor Name _____

Agency Name (if applicable) _____

Contact Name/Title _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail Address _____

Signature _____ Date _____

Sponsorship Dates

Total Contract Rate

Sponsorship Contact

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 F: (614) 267-9191
 epavoni@ohioafp.org

Terms of Sponsorship

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

1. The Sponsor will provide the amount previously noted on this agreement for the purpose of advertising in OAFP's weekly e-newsletter, *Weekly Family Medicine Update* (WFMU), which is distributed 49 times per year to approximately 3,500 subscribers.
2. The sponsorship will be effective for the dates 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 will provide articles to OAFP 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 health care industry. All articles will be reviewed and approved by the OAFP physician Web site editor.
5. Next to the aforementioned articles, the Sponsor can choose to place its corporate logo or other image. "Paid sponsorship by" will be noted at the beginning of all articles.
7. OAFP reserves the write 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 *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. Sponsorship rates are subject to change. Cancellations must be received in writing one week prior to the sponsorship date. 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.