

E-NEWSLETTER | *Weekly Family Medicine Update*

The *Weekly Family Medicine Update (WFMU)*, is sent to more than 4,300 subscriber and OAFP member inboxes on Tuesdays and contains important news including advocacy and legislation, event registrations, partnerships, and member highlights. The consistency of the *WFMU* has established the publication as a reliable member resource and benefit with an exceptional open rate. Two sponsored articles are permitted each week and are listed among featured articles.

CONTACT: Emily Pavoni, Director of Member Engagement | epavoni@ohioafp.org

WEBSITE DISPLAY ADS | www.ohioafp.org

The OAFP website contains up-to-date Academy news, regional chapter information and news, and important alerts for members about healthcare advocacy and legislation, as well as important dates, partnerships, and conference opportunities. The website averages more than 4,800 views and 2,200 users per month. Display advertising is accepted on the homepage and site section landing pages (Education, Public Policy, Practice Tools & Resources, Professional Wellness, Members, News & Publications, and About Us).

CONTACT: Kyle Westbrook, Association Revenue Partners | kwestbrook@associationrevenuepartners.com

MAGAZINE | *The Ohio Family Physician*

The Ohio Family Physician, the OAFP's quarterly magazine, is published and distributed to nearly 8,000 members and legislators in both print and digital formats. Issues are mailed in March, June, September, and December, providing year-long member engagement opportunities to author clinical and editorial articles; and learn about upcoming webinars, events, and member benefits. Advertisers can either opt-in for display advertising, classified advertising, or sponsor an article in an issue of their choosing.

CONTACT: Lauren Heberling, Communications Manager | lheberling@ohioafp.org

EMAIL | Monthly Sponsored Resource Email

The Monthly Sponsored Resource Email is a unique opportunity to promote educational content, videos, and websites in a custom designed email delivered directly to the inboxes of more than 3,100 family physicians across Ohio on the last Thursday of each month.

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APP | OhioAFP (*available on iOS and Android*)

With over 255 users, the OhioAFP app provides convenient access to OAFP member benefits that not only connects members to OAFP news, event registrations, and resources; but it also introduces a whole new way for members to engage with each other through discussion forums and in-app messaging.

CONTACT: Lauren Heberling, Communications Manager | lheberling@ohioafp.org

CLASSIFIEDS | OAFP Career Center

The OAFP Career Center is a web-based career platform that provides career resources and job postings for OAFP members. Job posts are available for 30-day listings, with other packages available that offer additional email promotions. Please visit www.careers.ohioafp.org to sign up and post your open positions.

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