

# Website Display Advertising Agreement



OHIO ACADEMY OF  
FAMILY PHYSICIANS

Advertiser Name \_\_\_\_\_

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

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

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

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

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

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

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

## Artwork Specifications

Submit artwork as a full-color JPEG (saved for Web and devices at 80%).

Send artwork as an electronic file to Lauren Heberling at [lheberling@ohioafp.org](mailto:lheberling@ohioafp.org). Include the contact name of designer or file creator and phone numbers. If you would like the OAFP to design your ad, the design fee is a minimum of \$100 per hour.

## Advertisement Contact

Lauren Heberling  
(614) 267-7867

[lheberling@ohioafp.org](mailto:lheberling@ohioafp.org)

Website Section	Discount	Total Contract Rate

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

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

## Terms and Stipulations

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 the OAFP's policy on outside research surveys: "The Ohio Academy of Family Physicians will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in *Weekly Family Medicine Update (WFMU)* and/or the OAFP website only.\* Before signing the sponsorship agreement or advertising contract, the physician website editor or communications coordinator 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 OAFP website 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 Coalition of Primary Care Physicians 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% 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.



# Website Rate Card

The official website of the Ohio Academy of Family Physicians contains information divided into the following categories: **Education - Public Policy - Practice Tools & Resources - Professional Wellness - Members - News & Publications - About Us**. The website contains up-to-date Academy news, regional chapter information, alerts for members about health care advocacy and legislation, important dates, partnerships, and conference opportunities. Members are encouraged to set the site as their homepage.

The website averages more than **10,000 page views** per month and an average of more than **5,000 users** per month.

## Rates

3 Months	6 Months	9 Months	12 Months
\$520	\$635	\$720	\$780

## Artwork Specifications

Site Section	Width (pixels)	Height (pixels)
	250	150

Submit artwork as a full-color JPEG (saved for Web and devices at 80%).

Send artwork as an electronic file to Lauren Heberling at [lheberling@ohioafp.org](mailto:lheberling@ohioafp.org). Include the contact name of the designer or file creator and phone numbers. If you would like the OAFP to design your ad, the design fee is a minimum of \$100 per hour.

## Discounts

Sponsors/Exhibitors	10% off Published Rate
Foundation Corporate Members	5% off Published Rate
Sponsors of AAFP CME	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.*

## Terms and Stipulations

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. Advertising of outside research surveys and/or studies must comply with the OAFP's policy on outside research surveys: "The Ohio Academy of Family Physicians will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in the *Weekly Family Medicine Update (WFMU)* and/or the OAFP website only.\* Before signing the sponsorship agreement or advertising contract, the physician website editor or communications coordinator 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 OAFP website 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 Coalition of Primary Care Physicians 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% 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.

**Advertising Contact**  
 Lauren Heberling  
 (614) 267-7867  
[lheberling@ohioafp.org](mailto:lheberling@ohioafp.org)

## Stipulations

- Rates do not include design fees, which are a minimum of \$100 per hour.
- Rates are per each stagnant artwork design (no animation is allowed).
- A total of four (4) site section advertisements will be allowed at one time.
- Advertiser selects site section of the website to sponsor from the following: Education - Public Policy - Practice Tools & Resources - Professional Wellness - Members- News & Publications - About Us