

2019 Display Advertising Agreement

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 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 OAFP staff at advertising@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 the OAFP to design your ad, the design fee is a minimum of \$100 per hour.

Contact

OAFP Staff
 (614) 267-7867
advertising@ohioafp.org

Issue(s)/Website Section	Ad Size	Preferred Placement Fee	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)*, *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 *TOFP* and 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.



2019 Display Advertising Rates

The Ohio Family Physician is published quarterly in March, June, September, and December.

The current print and digital circulation is more than 4,900. 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.

Each magazine advertisement will be hyperlinked free of charge to your company's website on the digital version of the magazine.

Advertising Rates

	4x	2x	1x
Full Page Bleed	\$1,200	\$1,315	\$1,430
Full Page	1,085	1,200	1,315
1/2 Page	610	685	780
1/3 Page	425	530	635
1/6 Page	320	355	425

Notes: Pricing includes color.

Preferred positioning will be an additional 5% of the total contract.

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

Spring 2019: Behavioral Health
Summer 2019: Women's Health
Fall 2019: Managing Chronic Pain
Winter 2019: Fitness and Wellness

Reservations Due

January 11, 2019
April 12, 2019
July 12, 2019
October 11, 2019

Artwork Due

January 18, 2019
April 19, 2019
July 19, 2019
October 18, 2019

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 Communications Manager at time ad agreement is signed. Bundle packages already reflect a discount and are not eligible for further discounts.

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2019 Website Rate Card

www.ohioafp.org

Rates

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

Specifications

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

Artwork Specifications

Submit artwork as a full-color JPEG (saved for Web and devices at 80%). Send artwork as an electronic file to OAFP staff at advertising@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.

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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 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 homepage.

The website averages more than 18,000 page views per month and an average of more than 2,300 users per month.

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

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OHIO ACADEMY OF
FAMILY PHYSICIANS