

# The Ohio Family Physician

## Sponsored Article Rates and Agreement

The *Ohio Family Physician* is published quarterly during the second week of March, June, September, and December.

The current print and digital distribution is more than 7,800. 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.

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

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### 2023 Editorial Schedule

Spring: Population Health Perspectives

Summer: Nothing Will Break Our Stride

Fall: Patient Centered Medical Home of Today

Winter: Infant and Maternal Health

### Sponsor Specifications

The article sponsor must provide text and images to Communications Manager **Lauren Heberling**. For a 1-page article, please provide 500-600 words. For a 2-page spread, please provide 800-900 words. Images must be sent as a JPEG file (300 dpi). If images are not provided, the cost for the OAFP to purchase images will be passed to the sponsor. Articles will include a "Paid Sponsorship by (advertiser)" disclaimer unless the article is authored by an OAFP member employed by the sponsor.

### Sponsored Article Rates

	1-Page	2-Page Spread
Four Issues	\$1,300	\$2,600
Three Issues	\$1,400	\$2,800
Two Issues	\$1,500	\$3,000
One Issue	\$1,600	\$3,200

Issue(s)	1-Page or 2-Page Spread	Discount*	Total Contract Rate

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

### Contact

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

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

### Terms and Stipulations

Sponsorship 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 sponsorships is at the discretion of the publisher. Incomplete/missing elements may incur a charge. Sponsorship 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)*, *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 10% discount on the contracted 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.