WFMU Sponsorship Rates & Agreement

Sponsorship Rates

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Week</td>
<td>$245</td>
<td></td>
</tr>
<tr>
<td>Four Weeks</td>
<td>$930</td>
<td>5% Off Single Week Rate</td>
</tr>
<tr>
<td>Three Months/13 Weeks</td>
<td>$2,865</td>
<td>10% Off Single Week Rate</td>
</tr>
<tr>
<td>Six Months/26 Weeks</td>
<td>$5,095</td>
<td>20% Off Single Week Rate</td>
</tr>
<tr>
<td>One Year/50 Weeks*</td>
<td>$8,575</td>
<td>30% Off Single Week Rate</td>
</tr>
</tbody>
</table>

*WFMU is not distributed the weeks of Christmas and the New Year.

Terms of Sponsorship

The sponsoring organization, hereafter referred to as the Sponsor, and the Ohio Academy of Family Physicians 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, the Weekly Family Medicine Update (WFMU), which is distributed 50 times per year to more than 4,000 subscribers.
2. The sponsorship will be effective for the dates previously noted in this agreement.
3. The Sponsor will be given acknowledgment in the WFMU for the length of the sponsorship. During this period of time, the OAFP may accept one additional sponsorship for each week of the WFMU. There will be up to two sponsor articles for each week of the WFMU; the first Sponsor to sign the contract will receive the first spot, with its sponsorship appearing before the second Sponsor. Sponsorship of the WFMU does not include a sponsorship presence on OAFP’s website (www.ohioafp.org).
4. The Sponsor will provide articles to the 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 website editor.
5. The Sponsor must provide its corporate logo or other image sized to 300 X 225 pixels saved for the web as a .jpg to appear with the article. Images that are submitted with a white background will have a shadow added to the image. “Paid Advertisement by” will be noted at the beginning of all articles.
6. The OAFP reserves the right 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.
7. The OAFP’s policy on outside research surveys applies to advertising in the WFMU: “The Ohio Academy of Family Physicians will accept paid sponsorship or advertising of outside research surveys and/or studies for placement in 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.
8. 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.

Sponsorship Contact

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