

WFMU Sponsorship Rates & Agreement

Sponsorship Rates

	Rate	Savings
One Week	\$ 245	—
Four Weeks	930	5% Off Single Week Rate
Three Months/13 Weeks	2,865	10% Off Single Week Rate
Six Months/26 Weeks	5,095	20% Off Single Week Rate
One Year/50 Weeks*	8,575	30% Off Single Week Rate

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

Sponsorship Dates

Total Contract Rate

Sponsor Name _____

Agency Name (if applicable) _____

Contact Name/Title _____

Street Address _____

City/State/Zip _____

PO Number _____

Phone _____ Fax _____

E-mail Address _____

Signature _____ Date _____

Sponsorship Contact

Emily Pavoni
(614) 914-5628
epavoni@ohioafp.org

Terms of Sponsorship

The sponsoring organization, hereafter referred to as the Sponsor, and the Ohio Academy of Family Physicians agree to the following terms:

- 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 4,500 subscribers.
- The sponsorship will be effective for the dates previously noted in this agreement.
- 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).
- 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.
- 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.
- 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.
- 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 advertisement 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.
- 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.