



Illinois Family Physician 2017 Advertising Rates

Illinois Family Physician is an interactive e-magazine with on screen page-turning, faster downloads, improved navigation, and more features. The publication is e-mailed to all IAFP members who provided their e-mail address. Hard copies are also distributed at live meetings and events. View our archives online at <https://iafp.memberclicks.net/family-phys>

Digital conversion is done by Graphics Plus of Lisle, Ill.

What does this mean for advertisers?

Readers have immediate access to your website or other information through active hyperlinking. Advertisers are listed on the e-magazine table of contents, with a hyperlink to take readers directly to the advertisement. Premium placements for the online digital edition are available, such as banner ads and home page placement. Call for more information and a quote.

Illinois Family Physician will be published *four times per year*

February – Annual Report printed and mailed to all 2,700 active members and published online e-magazine
The Annual Report does accept paid printed inserts; please contact IAFP for a quote.

May – e-magazine only

August – printed and mailed, + e-magazine (Annual Meeting Brochure)

October – e-magazine and print copies distributed at annual meeting

Illinois Family Physician E-mail Circulation Statistics (Oct 2016)

Membership statistics vary slightly from month to month

Active Members – 2545 of 2700

Students – 800 of 931

Residents- 596 of 627

Life Members – 160 of 237

Total: Over 4,100 of our 4,500 members

Illinois Family Physician is also archived online www.iafp.com.

The first issue of the year is an **IAFP Annual Report**, which is **printed and mailed** with other IAFP materials to all 2,700 Active members in February, in addition to the e-magazine which is sent via e-mail to all IAFP members for whom we have valid e-mail addresses, posted on our website and distributed widely at IAFP events and meetings with others.

Mechanical Specifications

Trim size: 8.5 x 11" Live area: 7.5 x 9" – No Bleed

<u>Ad Space Unit</u>	<u>Width</u>	<u>Height</u>
Magazine Page	7.5"	9"
½ page (horizontal)	7.5"	4.5"
1/3 page	4.75	4.875"

Deadlines

Annual Report (Print and Mailed)

Ad Closing Date: January 15

Materials Due: January 27

Anticipated Publication/Mail Date:

Week of Feb 15

Fall (Print and Mailed)

Upcoming Annual Meeting (Oct 5-6, 2017)

Ad Closing Date: July 27

Materials Due: August 1

Publication & Mail date: Week of August 14

Spring (e-Magazine)

FOCUS: Match and Workforce

Ad Closing Date: April 27

Materials Due: May 2

Publication date: Week of May 22

End of Year Annual Meeting –

FOCUS: Awards and AAFP Congress

Ad Closing Date: September 7

Materials Due: September 12

Publication date: Week of October 2

IAFP requires a signed Display Ad Contract. Advertisers may reserve space for one issue, multiple issues or all four issues. Signed contracts are due by the posted ad closing date. Please contact IAFP for any materials deadline extension requests.

- Cancellation: There is no penalty for canceling an ad more than 10 days prior to the ad closing date. A \$200 penalty applies to cancellations made within 10 days of the ad closing date. **Ads cannot be canceled after ad closing dates**, and the advertiser will be charged the full price agreed to in the contract.
- Early Termination: If an advertiser has a contract for all four issues (and thus a reduced rate per issue) and cancels the contract prior to the final issue, IAFP will bill for the balance of the single-issue rate for all ads published.
- Ads must be submitted in the proper size and color as a PDF file. Ads submitted in unacceptable file types will be returned to the advertiser for conversion to an acceptable format.

Family Physician- Annual Contract Billing Cycle

15 percent discount is available to documented not-for-profit organizations

Ad Size / Per issue cost	Annual Report February	May	August	October	All four issues <i>Full Year total Contract</i>
Full Page 1x insertion 4x contract	\$1,500 \$1,400	\$900 \$800	\$1,500 \$1400	\$900 \$800	\$4,400 – year Save \$400!
Half Page 1x insertion 4x contract	\$1,100 \$1,000	\$600 \$500	\$1,100 \$1,000	\$600 \$500	\$3,000- year Save \$400!
1/3 Page 1x insertion 4x contract	\$900 \$825	\$500 \$425	\$ 900 \$825	\$500 \$425	\$2,500 – year Save \$300!

Special Positioning charge: 10 percent of the total earned rate per issue

See Editorial Calendar for the publication schedule and due dates.

***Contract for all 4 issues and save hundreds over the year!**

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