

Illinois Family Physician 2010 Advertising Rates

Illinois Family Physician is a bi-monthly magazine with news and information for family physicians. The publication is e-mailed to all IAFP members who provided their e-mail address as a link to the PDF file. For active members who request it, we mail a color hardcopy and also provide hard copies at IAFP events and exhibits. Advertisers are listed on the cover page, with a hyperlink to take readers directly to the advertisement.

The first issue of the year is an **IAFP Annual Report**, which is printed and mailed to all 2,400+ Active members in February, in addition to the electronic format which is sent via e-mail to approximately 3,000 IAFP members and posted on our web site. **Premium ad rates apply to this issue only.**

See Editorial Calendar for the publication schedule and due dates.

Illinois Family Physician E-mail Circulation Statistics

Active Members – 1,880	Residents- 550
Inactive - 38	Students - 400
Life - 110	<i>Mailed to 75 Active members</i>

Family Physician is also archived and available online at www.iafp.com/newsletter.

Display Rates

Acceptable formats: PDF and MS Publisher electronic formats
15 percent discount to not-for-profit organizations.

Ad Size	1 issue	5 issues	5 issues + Annual Report* B/W - Color	Annual Report Only	
				B/W	Color
Full Page	\$900	\$800	\$5,000/5,200 year	\$1,200	\$1,400
Half Page	\$600	\$500	\$3,200/3,400 year	\$800	\$1,000
1/3 Page	\$475	\$400	\$2,600/2,800 year	\$650	\$850

***\$200 is added to total 6 issue contract for color ad in the Annual Report
 Special Positioning charge: 10 percent of the total earned rate per issue**

Mechanical Specifications- live area, 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"

Family Physician and E-news Classified Line Advertising Rates

IAFP accepts classified advertising in our bi-monthly *Illinois Family Physician* and our bi-weekly all-member electronic newsletter, IAFP E-News. Classified ads are limited to 150 words for \$100 per month (2 issues per month). *IAFP Members may place a classified ad at no charge for up to four issues of E-news and any issue of Illinois Family Physician.*

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