



## Illinois Family Physician 2019 Advertising Rates & Schedule

*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 hyperlinks. Advertisers are listed on the e-magazine table of contents, with a hyperlink to take readers directly to the advertisement.

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

## Illinois Family Physician E-mail Circulation Statistics (Oct 2018)

*Membership statistics vary slightly from month to month*

*Note in January 2019 we will be adding transitional members and students residing in Illinois attending Non-US medical schools, so total membership numbers will grow from the numbers below*

Active Members – 2459 of 2689

Students – 855 of 989

Residents- 630 out of 667

Life Members – 193 of 261

**Total: 4,137 of our 4,606 members**

*Illinois Family Physician* is also archived online [www.iafp.com](http://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. 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 21

Materials Due: January 28

Anticipated Publication/Mail Date:

Week of Feb 18

### Fall (Print and Mailed)

Upcoming Annual Meeting –

Ad Closing Date: July 31

Materials Due: August 7

Publication & Mail date: Week of August 12

### Spring (e-Magazine)

FOCUS: Match and Workforce/Spring into Action Lobby days

Ad Closing Date: April 24

Materials Due: May 2

Publication date: Week of May 20

### End of Year at Annual Meeting & e-mag

FOCUS: Awards and AAFP Congress

Ad Closing Date: October 2

Materials Due: October 9

Publication date: October 25

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*

<b>Ad Size / Per issue cost</b>	<b>Annual Report February</b>	<b>May E-mag</b>	<b>August Print</b>	<b>October E-mag</b>	<b>All four issues Full Year total Contract</b>
<b>Full Page</b> 1x insertion 4x contract	\$1,500 \$1,400	\$900 \$800	\$1,500 \$1,400	\$ 900 \$ 800	\$4,400 / year Save \$400!
<b>Half Page</b> 1x insertion 4x contract	\$1,100 \$1,000	\$600 \$500	\$1,100 \$1,000	\$ 600 \$ 500	\$3,000 / year Save \$400!
<b>1/3 Page</b> 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!**

**Advertising Contact: Ginnie Flynn, Vice President of Communications**

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