



The official publication of the Illinois Academy of Family Physicians



Illinois

FAMILY PHYSICIAN

Devoted to Advocacy, Education & Action

QUARTERLY

The Illinois Family Physician quarterly is the official printed and mailed magazine of the Illinois Academy of Family Physicians.

It communicates important and timely information to over 5,000 family physicians, active and life residents, medical students, legislators, and all other 50 state AFP chapters. Additionally, a fully interactive digital version is circulated and available on the Illinois AFP website guaranteeing maximum statewide reach.

Display Rates per Insertion

The per issue rates below are based on a 4-issue agreement	
Back Cover	\$1,750
Inside Covers (F & B)	1,550
Full Page	1,350
2/3 Page	1,050
1/2 Page Vertical	950
1/2 Page Horizontal	850
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OTHER OPTIONS: Inserts and sales sheets are available by special arrangement. Call 501.221.9986, ext.105 or 800.561.4686 or e-mail gjones@pcipublishing.com.

Publication Schedule

Issue Dates	Advertising Due Dates
February 27	February 5
May 17	April 25
September 2	August 12
December 17	November 25

Why You Should Advertise

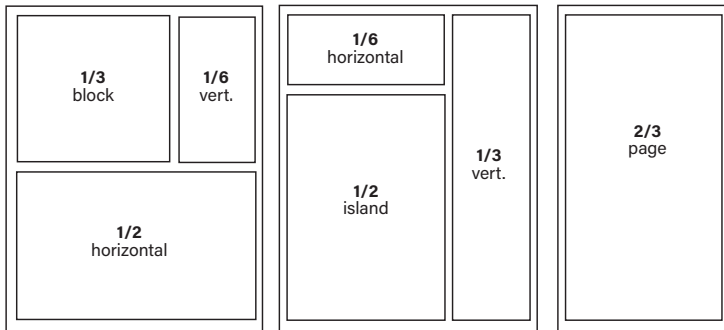
Family medicine decision-makers respect the journal and consider it a credible and reliable source of information from fellow family physicians. It is a resource for products and services pertinent to their practice and efficient office operation. Advertising in the journal accurately targets the decision-makers you seek and reflects your support of the professional association. Over 72% of the state's family physicians belong to the association. This journal is absolutely the best vehicle to reach them all. Your presence in **The Illinois Family Physician** stands out and distinguishes your leadership.

Display Ad Dimensions

Ad Unit	Width	Height
Back cover (bleed)	8.625"	8.875"
Back cover (no bleed)	7.875"	8.375"
Full page (with bleed)	8.625"	11"
Full page (no bleed)	7.875"	10.25"
2/3 page	5.125"	10"
1/2 page (horizontal)	7.875"	4.875"
1/2 page (vertical)	5.125"	7.5"
1/3 page (block)	5.125"	4.875"
1/3 page (vertical)	2.5"	10"
1/6 page (horizontal)	5.125"	2.375"
1/6 page (vertical)	2.5"	4.875"

Bleed: 1/8" on all sides • **Magazine Trim Size:** 8.375" x 10.75"

Live Area: 1/4" in from all sides



Specifications

Color: CMYK including nested or embedded elements (if the ad is black and white, use grayscale). We prefer that ads be submitted as high-resolution PDFs with all color CMYK, all photos 300 DPI at the size they are used, and all fonts embedded in the PDF. Most files can be sent by e-mail to production@pcipublishing.com. Upload large files at [Dropbox.com](https://www.dropbox.com) or [Hightail.com](https://www.hightail.com). If sending by mail or courier, please include a proof (or email one: pdf, jpg, or tif), or fax a proof to 501-225-3735. All ads are subject to approval by the publisher.



Advertising Sales and Production:

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26 Official Journals of the State Academies of Family Physicians!

All publications are printed and mailed and complimented with an online version.

REACH OVER 97% of ALL Family Physicians in these states!

Arizona
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Colorado Family Physician

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Florida
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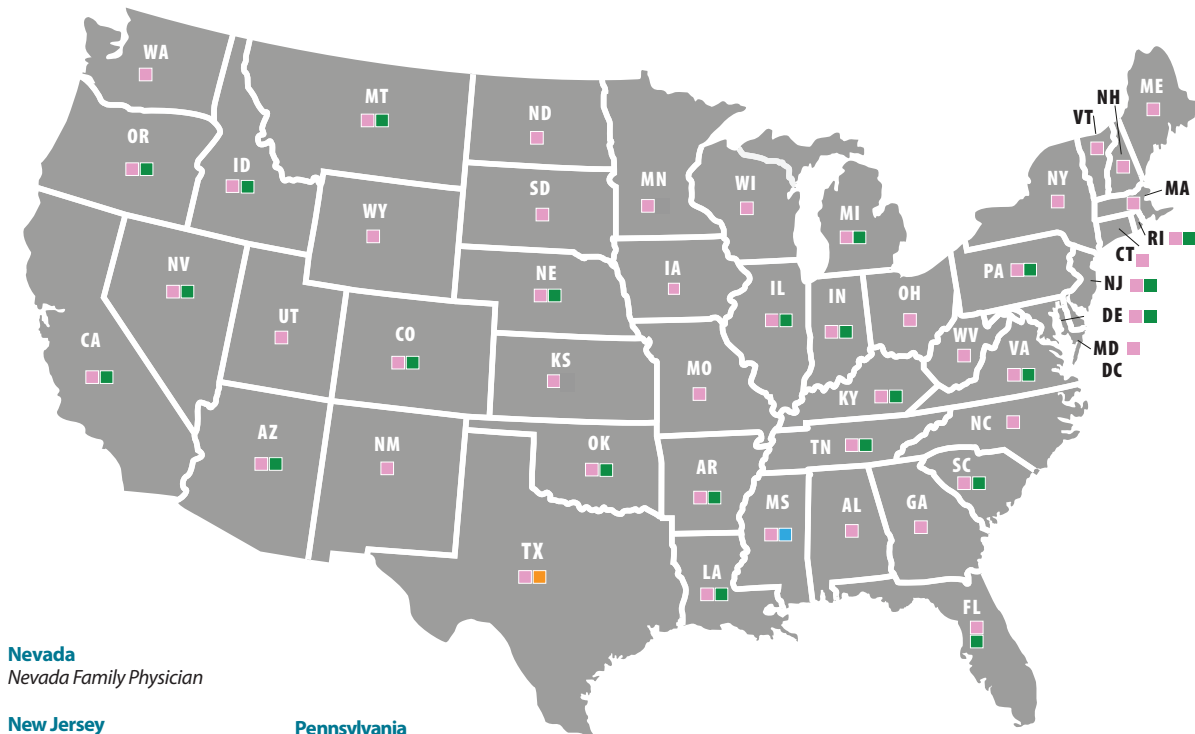
Kentucky
KAFP Journal

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Louisiana Family Doctor

Michigan
Michigan Family Physician

Montana
Montana Family Physician

Nebraska
Nebraska Family Physician



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Washington
Washington Family Physician

 **USAFP - The Uniformed Family Physician - Journal of the Uniformed Services Academy of Family Physicians** is addressed and mailed to over 95% of all uniformed family physicians from all branches of the armed forces throughout the United States and abroad.

Texas - Texas DO - Texas Osteopathic Association

Mississippi - Mississippi Hospitals is the association's official journal and is distributed to every hospital and department throughout the state serving as a main source of communication for all key staff involved in making decisions on purchases of products and services



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14109 Taylor Loop Rd.
Little Rock, Ar 72223
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For advertising information contact:
Greg Jones, Advertising Sales Manager
gjones@pcipublishing.com
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