



KEYSTONE PHYSICIAN MAGAZINE

The magazine of the Pennsylvania Academy of Family Physicians

QUARTERLY

Keystone Physician is the official quarterly printed magazine of the Pennsylvania Academy of Family Physicians (PAFP). **Keystone Physician** quarterly communicates timely and pertinent information for the 6,500 family physicians, residents, medical students throughout the state of Pennsylvania. Each issue is printed, addressed, and mailed to the membership. Additionally, a fully interactive ePub is circulated for the members. **Keystone Physician** is also available on the Pennsylvania AFP website guaranteeing maximum statewide reach. PAFP has been unified with the American Academy of Family Physicians (AAFP) for more than 70 years.

Display Rates per Insertion

The per issue rates below are based on a 4-issue agreement	
Back Cover	\$1,850
Inside Covers (F & B)	1,650
Full Page	1,450
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1/2 Page Vertical	1,150
1/2 Page Horizontal	1,050
1/3 Page	850
1/6 Page	550
1/12 Page	350

Add 25% to the rates listed when placing less than 4 issues

COLOR CHARGE \$250
Production services available upon request.

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
January 31	January 5
May 2	April 6
August 2	July 7
November 1	October 6

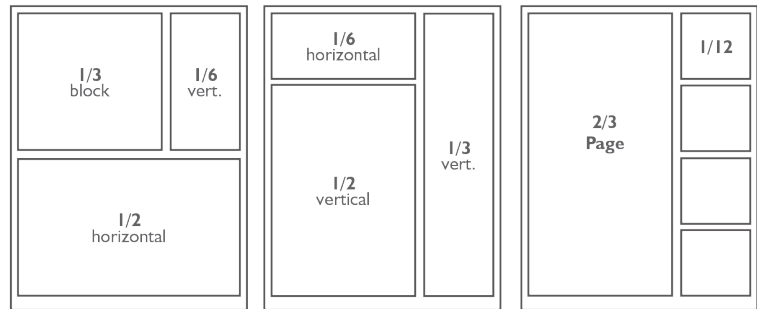
Why You Should Advertise

Family medicine decision-makers respect the magazine 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 magazine accurately targets the decision-makers you seek and reflects your support of the professional association. Over 78% of the state's family physicians belong to the association. This magazine is absolutely the best vehicle to reach them all. Your presence in **Keystone 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"
1/12 page	2.5"	2.125"

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:

PUBLISHING CONCEPTS, INC.

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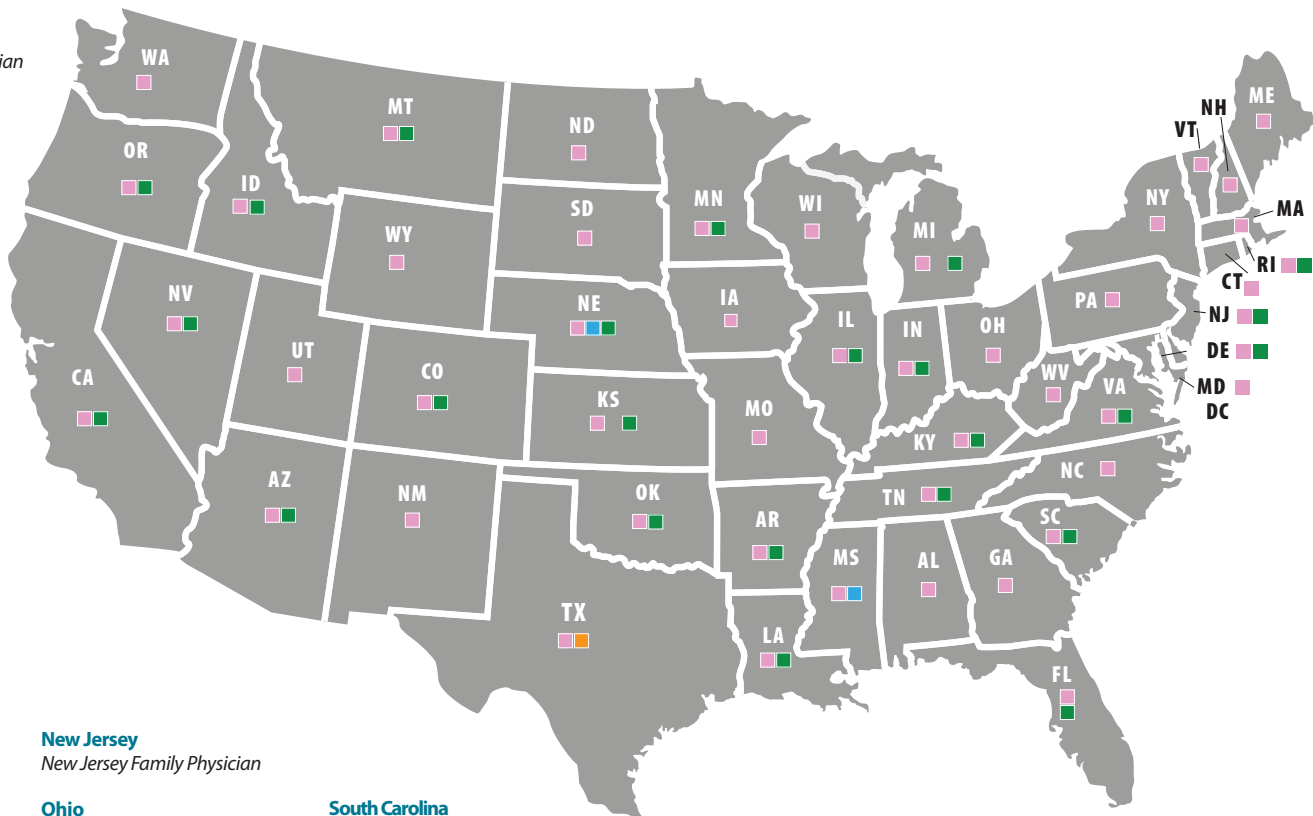
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USAFP- Official Journal of USAFP, Uniformed Family Physician is addressed and mailed to over 95% of all uniformed family physicians from all branches of the armed forces throughout the United States and abroad.

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