

2019



PENNSYLVANIA ACADEMY OF
FAMILY PHYSICIANS FOUNDATION

Annual Corporate Sponsorship & Advertising Opportunities



Visit pafp.com

About the PAFP Sponsorships

The Pennsylvania Academy of Family Physicians (PAFP) and its Foundation offer exceptional options for your company to be visible throughout the year and at our CME Conferences, held twice annually.

The audience we offer to you includes physicians and resident members of the PAFP, as well as out-of-state and non-member physicians, medical students, physician assistants, and other primary care providers.

By becoming an annual sponsor, your organization will reach this entire group of esteemed individuals at one time, with benefits that carry through the full calendar year.

The support opportunities and benefits are outlined on the next pages.

Thank you in advance for your consideration of becoming involved with the PAFP.

Janine Owen
Chief Education Officer



- The PAFP serves over **6,000 members** making it the **3rd largest** state Academy of the American Academy of Family Physicians (AAFP)!

PAFP Annual Sponsorship Packages & Benefits

Recognition benefits carry through the full year

KEYSTONE \$10,000 (over \$14,000 Value)	
<i>Exclusive customized benefits include:</i>	
Display table at both March and November conferences with your choice of one hors d'oeuvre served from your exhibit table at the opening reception.	Name displayed on support signage at both conferences including mobile app
Verbal recognition at opening session	Four half-page full color ads in Keystone Physician (KP) online journal (sent to 6,900+ readers)
Logo linked to homepage in online handout packet	Sponsor spotlight on member portal
Company logo featured prominently with hyperlink all year on PAFP's homepage and your logo on our Facebook page.	Company name and logo displayed on welcome slides in general session room and throughout conference
LIBERTY \$6,000 (\$9,800 Value)	
Display table at both March and November conferences with your choice of one hors d'oeuvre served from your exhibit table at the opening reception.	Name displayed on support signage at both conferences including mobile app
Logo displayed prominently at each event	Two half-page full color ads in Keystone Physician (KP) online journal (sent to 6,900+ readers)
Company logo featured prominently with hyperlink all year on PAFP's homepage and your logo on our Facebook page.	
INDEPENDENCE \$2,500 (\$3,000 Value)	
One display table (choice of March <u>or</u> November) *See a la carte listing below for exhibitor add-on option.	Name displayed on support signage at one conference
Listing included on conference mobile app	Company name and logo displayed on welcome slides in general session room
PATRIOT \$1,000 (\$1,500 Value)	
One display table (choice of March <u>or</u> November) *See a la carte listing below for exhibitor add-on option.	Listing included on the conference mobile app

à la carte

- A. Listing on the event app only (if not exhibiting) \$500
- B. Mobile charging stations or customized power bank sponsorship for the full year - \$3,000
- C. Lanyard sponsorship for 1 full year - \$1,400
- D. Custom facility key cards with company name/logo - \$1,500
- E. Hospitality Suite – \$1,750 plus food and beverage - we will follow up with you for details
- F. Choice of hors d'oeuvre to be served at your exhibit table during welcome reception - \$200**
- G. Drink ticket sponsor for main welcome reception - \$500
- H. Bag stuffer – Put your company information directly in attendees hands in their conference packet - \$350
- I. – Exclusive Wi-Fi Internet Access – A must for all conference attendees - \$1,500 each conference

KP ad size upgrade available for additional cost.
One sponsorship level per year, per company.
Please call Janine at 717-418-0398 to discuss as needed.

Please contact
Janine Owen or
Alexis Kierce for
special non-profit
exhibiting rates.

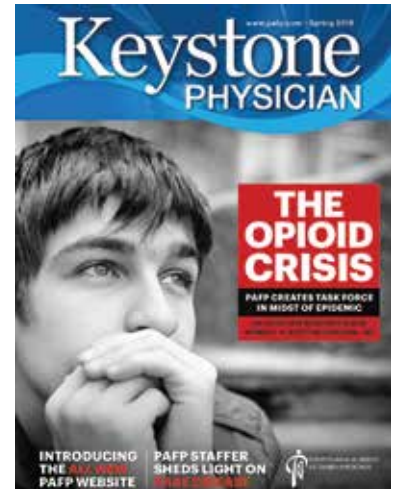
Keystone Physician Ad Rates and Specifications

Published quarterly, PAFP's flagship magazine provides member news and information; updates on government affairs, education, law and practice management; and long-form, in-depth reporting on family medicine in Pennsylvania. *Keystone Physician* has served members for more than 60 years and is a proven method for effectively reaching Pennsylvania's family physicians.

EXTENSIVE REACH/MEASURABLE IMPACT

Optimized for advertisers

- Among our 5,500+ subscribers, more than 3,100 are fully licensed, practicing physicians; 600+ are medical residents; 400 are retired or nonpracticing physicians; and others are student members at Pa's nine medical schools;
- The PAFP boasts a market share of 78% and a 95% member retention rate and is the only state organization dedicated solely to family physicians;
- Display space is optimized for advertising, offering active hyperlinking to immediately direct readers to your website or email.



Keystone Physician

2019 Advertising Options, Rates, and Deadlines

DISPLAY AND CLASSIFIED AD RATES

Ad Size	1 Issue	3+ Issues
Full Page: 8.5" x 11"	\$1300	\$1175
2/3 Page—vertical only: 5.5" x 11"	\$1100	\$990
1/2 Page—horizontal: 8.5" x 5.5" or vertical: 4.25" x 11"	\$900	\$825
1/4 Page: 4.25" x 5.5"	\$550	\$500
1/4 Page—classified text only: 4.25" x 5.5"	\$450	\$400
1/8 Page—classified text only: 4.25" x 2.75"	\$250	\$225

All display ads include active hyperlinks (all URLs) to website or material of advertiser's choosing, as well as direct email links. Can provide additional links as requested, if notification prior to delivery for digital conversion. Classified ads include email or URL links but no graphics.

ADVERTORIAL RATES

Ad Type	Rate
2 Page Advertorial minimum word count: 850 maximum word count: 1130	\$2,600/issue
3 Page Advertorial minimum word count: 1450 maximum word count: 1850	\$3,900/issue

The words "this is a paid advertisement" (or substantially similar wording) may be printed at the top of advertisements.

DEADLINES

2019 Issues	Ad Reservation	Artwork Deadline
Spring (Feb)	1/9/2019	1/25/2019
Summer (May)	4/3/2019	4/19/2019
Fall (Sept)	7/24/2019	8/9/2019
Winter (Dec)	11/4/2019	11/20/2019

Digital publication features such as HTML5 animation, audio, video, etc., available for additional fee(s) as determined by digital publisher. Contact the PAFP for further information.

ACCEPTABLE FILE TYPES AND TERMS

File Types: PDF, tiff, jpg, or InDesign files.

**If providing ID files, also provide packaged file that includes images and fonts.*

Minimum resolution: 150 dpi

Unacceptable file types: Word, Publisher, Quark

Ads are rotated and dispersed throughout the magazine at editors discretion unless a specific position is requested. There is no penalty for cancellations made 10 days prior to the ad closing date. A \$200 penalty applies to cancellations made within 10 days of the contract due date. Ads cannot be canceled after published contract due dates without special permission, and the advertiser could be charged the full price agreed to in the contract.

PAFP SUPPORT & PARTICIPATION CONTRACT

**Bedford CME
Conference
Nov. 8-10, 2019**

Company Name (Please Print): _____

Company Contact Name: _____

Sponsorship *See page 3 for full descriptions.*

Sponsorship Level: Keystone (\$10,000) Liberty (\$6,000)

Independence (\$2,500) Patriot (\$1,000)

à la carte: A (\$500) B (\$3,000) C (\$1,400) D (\$1,500)

E (\$1,750) F (\$200) G (\$500)

Subtotal: _____

Keystone Physician Advertising

ISSUE: Spring Summer Winter Fall (PLEASE CHECK ALL THAT APPLY)

Displays & Classifieds: Full Page Half Page 1/4 Page

1/4 Page Classified 1/8 Page Classified

of Issues x Rate = **Subtotal:** _____

Advertorial: 2 Page 3 Page

of Issues x Rate = **Subtotal:** _____

Payment

GRAND TOTAL: _____

To pay by check, make check payable to PA Academy of Family Physicians and mail to:
2704 Commerce Drive, Suite A, Harrisburg, PA 17110.

To pay by credit card, complete the following page.

For more information about PAFP and Conferences, contact:

Janine Owen
email: jowen@pafp.com • direct line: 717-418-0398

Lindsey Killian
email: lkillian@pafp.com • direct line: 717-395-7557

PA Academy of Family Physicians • 2704 Commerce Drive, Suite A, Harrisburg, PA 17110

PAFP SUPPORT & PARTICIPATION CONTRACT

For payment of sponsorship packages as listed in the Annual Corporate Sponsorship and Advertising Opportunities brochure

Company Name (Please Print): _____

Company Website for Listing on www.pafp.com: _____

On-Site Representative(s) email address: _____

On-Site Representative(s) name: 1. _____ 2. _____

Company Description for Conference Mobile App (100 Words or Less): _____

Company Logo: Send company logo for the conference mobile app to Lindsey Killian at Lkillian@pafp.com. (Acceptable files types are .tif, .eps, .png. High-Res 300 dpi)

Contract Authorization Signature: _____ Date: _____

Payment: (Payment MUST be received before October 4, 2019 if funds are specific to the Bedford Conference.)

_____ Check (Make Payable to PAFP Foundation) Tax ID 23-2340801

_____ Credit Card Visa MasterCard American Express Discover Card

Confirm Amount \$ _____ This is for: Patriot Level @ \$1,000 a la carte _____
Independence Level @ \$2,500
Liberty Level @ \$ 6,000
Keystone Level @ \$10,000

Card # _____ Exp. Date _____ Card Security Code # _____

Billing Address: _____ Billing Zip Code: _____

Name on Card: _____

Contact Phone: _____

Signature: _____

PAFP Contact Information:

Janine Owen, Chief Education Officer, direct line 717-418-0398, jowen@pafp.com, fax 717-564-4235
PA Academy of Family Physicians Foundation, 2704 Commerce Drive, Suite A, Harrisburg, PA 17110