

2020



PENNSYLVANIA ACADEMY OF  
FAMILY PHYSICIANS FOUNDATION

# Annual Corporate Sponsorship & Advertising Opportunities



Visit [pafp.com](http://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 each of our CME Conferences.

The audience we offer to you includes physician members of the PAFP as well as out-of-state and non-member physicians, residents, 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 and interest in 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)

#### Exclusive customized benefits include:

Display table at March, September and November conferences with your choice of one hors d'oeuvre served from your exhibit table at the main reception for March and November.	Name prominently highlighted on support signage at three conferences including mobile app
Verbal recognition at 3 opening sessions including our new "Adventures in Family Medicine" Conference with company name and logo on welcome slide.	Four half-page full color ads in <b>Keystone Physician</b> (KP) online journal circulation 6,900+ readers each.
Company logo featured prominently with hyperlink all year on PAFP's homepage. Your logo on our Facebook page, linked to homepage in online handout packet and post conference wrap up email to all attendees.	Use of your logo showing your support of the organization with final approval from PAFP. For example, "Your Company Name" is a proud supporter of PAFP.

### 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 main 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 <b>Keystone Physician</b> (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, September <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, September <u>or</u> November) *See a la carte listing below for exhibitor add-on option.	Listing included on the conference mobile app
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## à la carte

### A. EXCLUSIVE SPONSOR OF THE MARCH PRESIDENT'S INAUGURATION CELEBRATION - \$5,000

- B. Lanyard sponsorship for 1 full year - \$1,400
- C. Hospitality Suite - \$1,750 plus food and beverage - we will follow up with you for details
- D. Choice of hors d'oeuvre to be served at your exhibit table during welcome reception - \$200 (Independence & Patriot levels)
- E. Drink ticket sponsor for main welcome reception with logo and company name - \$500
- F. Bag stuffer - Put your company information directly in attendees hands in their conference packet - \$350
- G. Exclusive Wi-Fi Internet Access in meeting rooms - 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.

**Hotel  
Hershey**  
March 5-8

**Camelback  
Mountain  
Resort**  
Sept. 10-12

**Westin  
Pittsburgh**  
Nov. 12-15

Please contact  
Janine Owen or  
Jen Smith for  
special non-profit  
exhibiting rates.

# Keystone Physician **Extensive Reach/Measurable Impact** 2020 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
<b>2 Page Advertorial</b> minimum word count: 850   maximum word count: 1130	\$2,600/issue
<b>3 Page Advertorial</b> 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

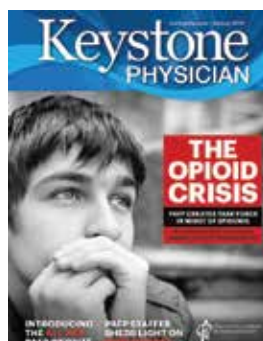
2020 Issues	Ad Reservation	Artwork Deadline
Spring (Feb)	1/17/2020	1/24/2020
Summer (May)	4/24/2020	5/1/2020
Fall (Sept)	8/14/2020	8/21/2020
Winter (Dec)	11/13/2020	11/20/2020

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.

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

6,900+ 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 hyperlinks (all URLs) to website or material of advertiser's choosing.





# PAFP Sponsorship & Advertising Contract

**Hotel  
Hershey**  
March 5-8

**Camelback  
Mountain  
Resort**  
Sept. 10-12

**Westin  
Pittsburgh**  
Nov. 12-15

Company Name (Please Print): \_\_\_\_\_

Company Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

On-site Representative Name & Email: \_\_\_\_\_

On-site Representative Name & Email: \_\_\_\_\_

Identify each event you plan to attend: ☒ March ☐ September ☐ November

## 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 (\$5,000) ☐ B (\$1,400) ☐ C (\$1,750) ☐ D (\$200)

☐ E (\$500) ☐ F (\$350) ☐ G (\$1,500)

**Subtotal:** \_\_\_\_\_

## Keystone Physician Advertising *Pricing on previous page*

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 Foundation and mail to:  
2704 Commerce Drive, Suite A, Harrisburg, PA 17110.

Company Logo: Send company logo and 100 word description for the conference mobile app to Lindsey Killian at [Lkillian@pafp.com](mailto:Lkillian@pafp.com). (Acceptable files types are .tif, .eps, .png. High-Res 300 dpi)

Contract Authorization Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment:** (Payment MUST be received **before** March 1, 2020 if funds are specific to the March Hershey CME Conference.)

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

\_\_\_\_\_ Credit Card ☐ Visa ☐ MasterCard ☐ American Express

Confirm Amount \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Card Security Code # \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

### PAFP Contact Information:

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