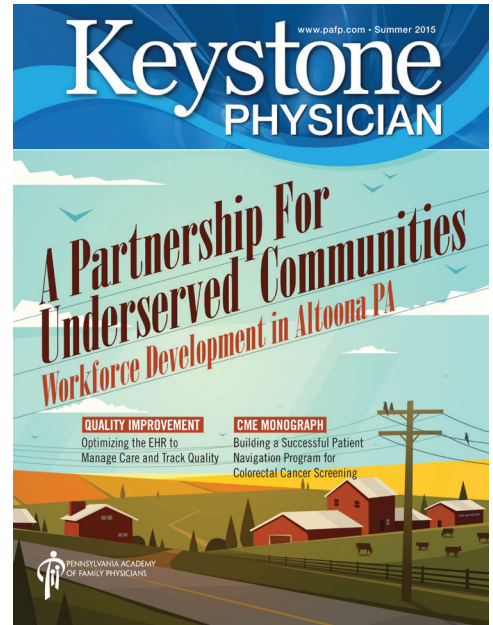


# Keystone PHYSICIAN

*Keystone Physician* has served Pennsylvania family physicians for more than 60 years and is the PAFP's flagship communications tool. It's one of the most-recognized member benefits and reports on our members' primary reasons for belonging to the PAFP: advocacy, practice management and CME opportunities.

Keystone Physician is a web-based publication optimized for all of the latest mobile devices. Our online magazine offers a fully-interactive, user-friendly experience for readers.



## — Designed for Impact —

### OPTIMIZED FOR ADVERTISERS

Immediate reader access to your website or other information through active hyperlinking

Active email links provide the reader instant contact with you or someone else at your company

Unique placement opportunities, including always visible spaces on either side of the publication

A variety of creative display options including Flash, audio clips, streaming video and more

### AUDIENCE THAT MATTERS

More than 900 PAFP members are fellows, and 2,703 members are certified by the American Board of Family Medicine.

Among PAFP members, 83% participate in Medicaid and 96% participate in Medicare.

Among PAFP members, 66% are office-based, and 17% are in hospital-based practices.

### IMPRESSIVE MARKET SHARE

The PAFP boasts a market share of 78% and a 95% member retention rate.

The PAFP is the only state organization dedicated solely to family physicians.

### QUALITY CONTENT

Features original editorial content from the PAFP President, General Counsel, lobbyist and other staff.

Recent communications audit shows that editorial content is on-target.

Delivers what no other publication can - reporting and commentary on Pennsylvania public affairs as it impacts family medicine.

### EXTENSIVE REACH

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.



**Display & Classified Advertising Information**  
Michael Zigmund, Chief Communications Officer  
mzigmund@pafp.com  
(T) 717.395.5780

## 2018 Display and Classified Ad Rates

(color only; B&W same rate for digital publication)

| Ad Size                         | 1 Issue | 3+ Issues |
|---------------------------------|---------|-----------|
| Full Page                       | \$1300  | \$1175    |
| 2/3 Page—vertical only          | \$1100  | \$990     |
| 1/2 Page—horizontal or vertical | \$900   | \$825     |
| 1/4 Page—vertical or horizontal | \$550   | \$500     |
| 1/4 Page classified text only   | \$450   | \$400     |
| 1/8 Page—classified text only   | \$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.

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

## Issues and Ad Closing Dates

| Issue                  | Art Due/Ad Closing |
|------------------------|--------------------|
| Spring (February 2018) | January 26, 2018   |
| Summer (May 2018)      | April 20, 2018     |
| Fall (September 2018)  | August 10, 2018    |
| Winter (December 2018) | November 21, 2018  |

## Ad Specifications

| Ad Dimensions          | inches (width x height) |
|------------------------|-------------------------|
| Full-Page              | 8.5 x 11                |
| Half-Page (horizontal) | 8.5 x 5.5               |
| Half-Page (vertical)   | 4.24 x 11               |
| 1/4-Page               | 4.25 x 5.5              |
| 1/8-Page               | 4.25 x 2.75             |

### ACCEPTABLE 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.

In addition to your insertion order, the PAFP requires a signed Display Ad Contract, which is sent to you via email. Signed contracts are due one week before ad closing. One contract is good for a full campaign or separate contracts can be sent prior to each issue upon request. Please contact PAFP for any deadline extensions.

## Advertising Options & Rich Media

| Ad Type  | Rate          |
|--|---------------|
| Left of Cover - Full-Page ad left of cover   | \$1,800/issue |
| Digital Edition Sponsorship – Includes left of cover ad, skyscraper ad, and linked logos | \$2,200/issue |
| Skyscraper/Banner ads - 120 px x 600 px. Left or right of magazine spread.               | \$1,500/issue |

**SOME OF THE FOLLOWING OPTIONS WOULD BE IN ADDITION TO HALF OR FULL PAGE AD\*\***

| Option Type  | Rate    |
|--|---------|
| Video or Audio Insertion (advertiser provides up to 254 GB streamed)** | \$300   |
| Ad Jolts   | \$500   |
| Ad Gens  | \$200** |
| Coupon Gen   | \$250** |
| Bellybands   | \$600   |

| Option Type  | Rate    |
|--------------|---------|
| Blow-in Card | \$400   |
| Web Window   | \$300** |
| Basic Survey | \$600** |
| Page Plus    | \$300** |
| Tabs         | \$150   |

**FOR EXHIBITORS & SATELLITE EVENTS**

|                          |                     |              |
|--------------------------|---------------------|--------------|
| Skyscraper/Left of Cover | Web Window          | Bellyband    |
| Ad Gens                  | Digital Sponsorship | Blow-in Card |

**SKYSCRAPER** 120px X 600px

**LEFT OF COVER AREA**  
550 px wide X 480 px high  
Ideal spot for an interactive personalized message

Turn the page or click here for instructions. ?

Use png, gif, or swf.

**SKYSCRAPER** 120px X 600px

Use png, gif, or swf.

Keystone PHYSICIAN  
www.pafp.com - Summer 2015  
A Partnership For Underserved Communities  
Workforce Development in Altoona PA  
QUALITY IMPROVEMENT: Optimizing the EHR to Manage Care and Track Quality  
CME MONOGRAPH: Building a Successful Patient Navigation Program for Colorectal Cancer Screening  
PENNSYLVANIA ACADEMY OF FAMILY PHYSICIANS

SUBSCRIBE CONTENTS PAGES ARCHIVES

## — Adveritorial Rates —

(color only; B&W same rate for digital publication)

There are two adveritorial option to choose from. Packages are based on word count/number of publication pages (see below). Ad rates include cost of production.

The words “this is a paid advertisement” (or substantially similar wording) shall be printed at the top of advertisements that, in the opinion of the Publisher may appear as stimulating or be confusingly similar with the magazine’s articles or editorial material in appearance or style.

| Ad Type   | Rate          |
|---|---------------|
| <b>2 Page Adveritorial</b><br>minimum word count: 850   maximum word count: 1130  | \$2,600/issue |
| <b>3 Page Adveritorial</b><br>minimum word count: 1450   maximum word count: 1850 | \$3,900/issue |

## — Terms —

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.

Ads must be submitted in the proper size and color, if possible. However, with a digital publication there is flexibility and we can re-size if necessary to fit the publication size.

Ads submitted in unacceptable file types (Word, Publisher) will be returned to the advertiser for conversion to an acceptable format.

For a complete listing of the terms, refer to the Display Advertising Agreement.

*Further discounts apply for some PAFP Foundation Corporate Members. Organizations supporting PAFP/IF member events may be eligible for a discount on contracts for full-page ads. Contact us for information.*



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