

KEYSTONE PHYSICIAN MAGAZINE

The magazine of the Pennsylvania Academy of Family Physicians

QUARTERLY

Keystone Physician is the official quarterly 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	\$1,800
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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
April 16, 2021	March 25, 2020
July 16, 2021	June 24, 2021
October 15, 2021	September 23, 2021
January 17, 2022	December 28, 2021

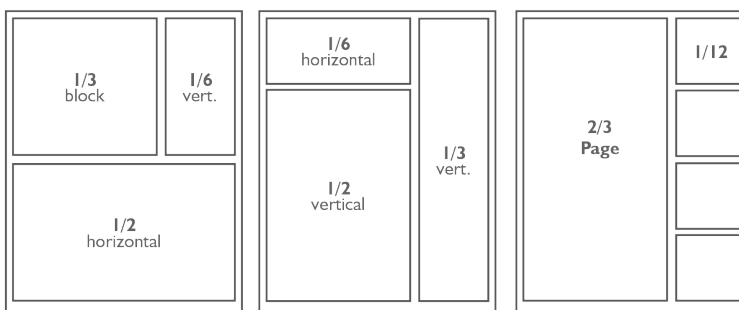
Why You Should Advertise

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.



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