

2018



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.

Conference attendees include physician 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 page.

Thank you in advance for your consideration of becoming an annual sponsor of PAFP.

Janine Owen
Chief Education Officer



- The PAFP serves over **5,000 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	Name displayed on support signage at both conferences
Logo displayed prominently at each event	Four half-page full color ads in Keystone Physician (KP) online journal (sent to 6,900+ readers)
Logo linked to homepage in handout packet	Sponsor spotlight on member portal
Company logo on PAFP's Facebook page	Company name and logo displayed on welcome slides in general session room
LIBERTY \$6,000 (\$9,800 Value)	
Display table at both March and November conferences	Name displayed on support signage at both conferences
Logo displayed prominently at each event and on welcome slides in general session room	Two half-page full color ads in Keystone Physician (KP) online journal (sent to 6,900+ readers)
INDEPENDENCE \$2,500 (\$3,000 Value)	
One display table (choice of March <u>or</u> November)	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)	Listing included on the conference mobile app

à la carte

- A. Link to social media button in your *KP* ad included in Liberty or Keystone package - \$100 per social media outlet
- B. Listing on the event app only (as opposed to being physically present with a table) \$500
- C. Mobile charging station sponsorship for the full year - \$1,400
- D. Lanyard sponsorship for 1 full year - \$1,350
- E. Opportunity to address audience at one meal event during one conference - \$5,000 (certain restrictions apply)

KP ad size upgrade available for additional cost.
One sponsorship level per year, per company.
Please call Lindsey at 717-395-7557 to discuss as needed.

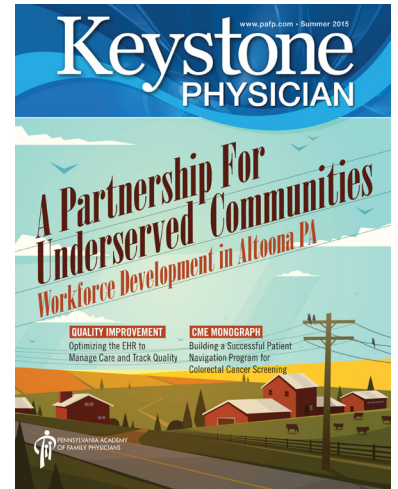
To reserve your sponsorship, contact:

Janine Owen
email: jowen@pafp.com
phone: 717-418-0398

Keystone Physician Ad Rates and Specifications

Keystone Physician is the flagship publication of the Pennsylvania Academy of Family Physicians, including member news and information; updates on law, government affairs, education, and practice management; and long-form, in-depth reporting on family medicine in Pennsylvania.

Keystone Physician is a web-based publication that works across all technologies, from tablets and smartphones to web browsers on desktop and laptop devices. The magazine is a fully interactive, user-friendly, and uniquely valuable resource for Pennsylvania physicians.



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 audio clips and streaming video

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 nearly 4,700 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.

To reserve your ad space, contact:

Michael Zigmund

email: mzigmund@pafp.com

phone: 717-395-5780

Keystone Physician

2018 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.

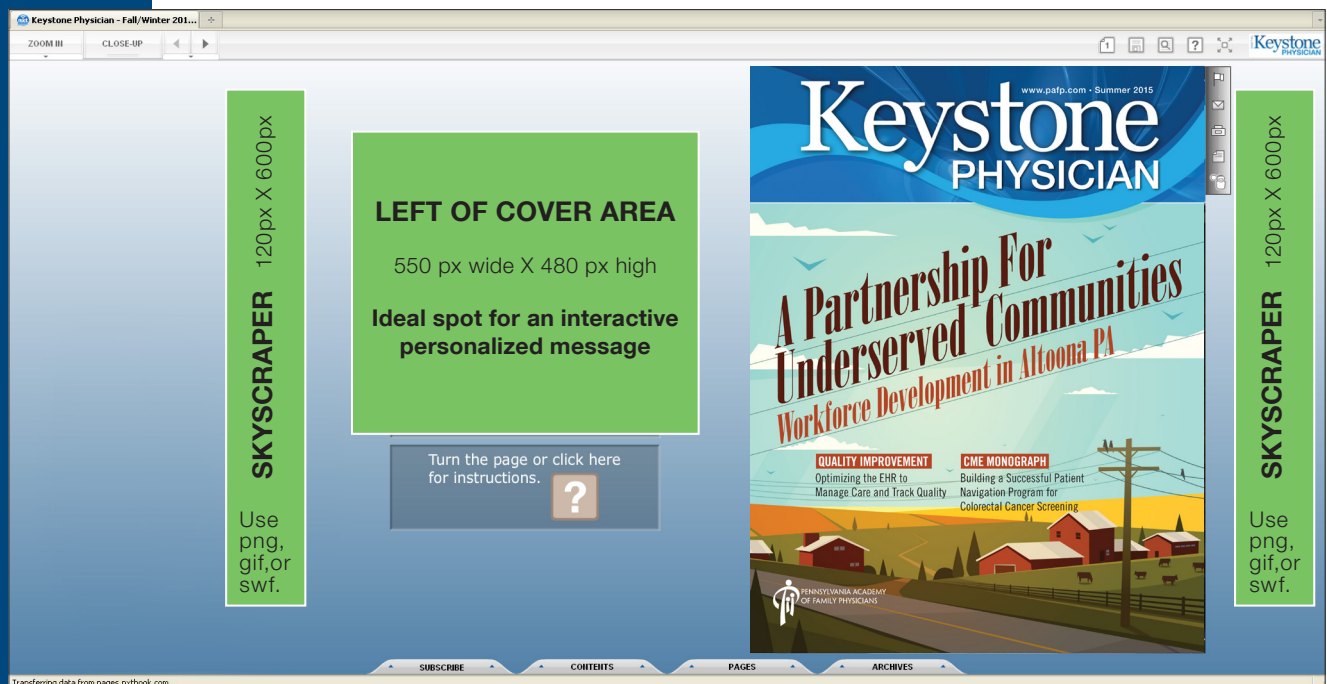
DEADLINES

2018 Issues	Ad Reservation	Artwork Deadline
Spring (Feb)	1/10/2018	1/26/2018
Summer (May)	4/4/2018	4/20/2018
Fall (Sept)	7/25/2018	8/10/2018
Winter (Dec)	11/5/2018	11/21/2018

Keystone Physician Rich Media Options

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
Video or Audio Insertion (advertiser provides up to 254 GB streamed)**	\$300/issue <i>in addition to half or full page ad</i>

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 Sponsorship & Advertising Contract

Company Name (Please Print): _____

Company Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

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 (\$100 x _____ = _____) ☐ B (\$500) ☐ C (\$1,400)

☐ D (\$1,350) ☐ E (\$5,000)

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:** _____

Rich Media: ☐ Left of Cover ☐ Digital Edition Sponsorship
☐ Banner/Skyscraper (left right) ☐ Audio or Video Insertion

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, Harrisburg, PA 17110.

To pay by credit card, contact the PAFP office – information below.

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, Harrisburg, PA 17110