

Official Publication of the Missouri Academy of Family Physicians



MISSOURI Family Physician

2016 Media Kit



**Don't miss out on
this great deal!**

**Sign up/renew
before January 31
and save 10%
off your total.**

**Must run one full year
(all four issues).**

Why advertise with MAFP?

Reach over **2,200** physicians,
residents and students

Put your product name in front of more than 2,000 powerful and affluent readers through the Missouri Academy's publication. *Missouri Family Physician* is the only family medicine focused news source in the state. The Missouri Family Physician is a 4-color, glossy news magazine that reaches over 2,200 physicians, residents, and students.

On average, family physicians earn more than \$176,000 per year, making

them a prime target for your marketing dollars. Advertising in *Missouri Family Physician* provides cost-effective access to this market. Current advertisers include, but are not limited to, physician recruitment companies, medical schools, physician insurance providers, practice management software vendors, pharmaceutical companies, and others. *Missouri Family Physician* magazine works for you as a prospecting tool to reach new clients and identify customers.

"I just wanted to say how wonderful the latest edition of the Missouri Family Physician was. The best ever! Thanks so much for making a difference for all of us!"



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2016 Advertising Agreement

Company/Organization Name _____ Contact Name _____

Address _____

City/State/Zip _____

Contact Phone _____ Contact Email _____

Method of payment: Check #: _____ MasterCard VISA Discover Please Invoice

Name as it appears on credit card: _____

Credit Card #: _____ Expiration Date: _____ Billing Zip: _____

Authorized Signature: _____

PLEASE CHECK SELECTION BELOW:

Rates	B&W (annual)	Color (annual)	B&W (single)	Color (single)	Please select issue (single)
Back cover	N/A	<input type="checkbox"/> \$4,300	N/A	<input type="checkbox"/> \$1,200	<input type="checkbox"/> Jan-Mar 2016
Inside front cover	<input type="checkbox"/> \$3,400	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,075	<input type="checkbox"/> Apr-Jun 2016
Inside back cover	<input type="checkbox"/> \$3,400	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,075	<input type="checkbox"/> Jul-Sep 2016
Full page (8.625"x11.125") 1/8" bleed	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,400	<input type="checkbox"/> \$835	<input type="checkbox"/> \$950	<input type="checkbox"/> Oct-Dec 2015
1/2 page (7.375"x4.812") 1/8" bleed	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$2,150	<input type="checkbox"/> \$485	<input type="checkbox"/> \$600	
1/3 page (4.625"x4.875") 1/8" bleed	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$375	<input type="checkbox"/> \$485	
1/6 page (2.291"x4.812") 1/8" bleed	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$225	<input type="checkbox"/> \$335	
Business card	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$135	<input type="checkbox"/> \$260	

DEADLINES:

Dec 1, 2016	Jan-Mar Issue (Winter)
Mar 1, 2016	Apr-Jun Issue (Spring)
June 1, 2016	Jul-Sep Issue (Summer)
Sept 1, 2016	Oct-Dec Issue (Fall)

ARTWORK INCLUDED: Yes No

DIGITAL FILE REQUIREMENTS:

Graphics must be set at a minimum resolution of 300dpi. All colors created as process and CMYK.

CONTRACT TERMS:

Payment: Advertising is invoiced upon receiving contract. Net amounts are due within 30 days. Prices are subject to change without notice.

Contracts: Advertising space is available on a first-come, first-served basis. A completed and signed application for advertising space becomes a binding contract when received by MAFP. MAFP reserves the right to determine the eligibility of any company or advertising content (artwork or text) for publication. MAFP may request revision or refuse publication of any advertisement.

Cancellations: No refunds will be made for failure to submit artwork or text on or prior to the dates listed, or for cancellations made on or after the closing dates listed. For cancellations made prior to the artwork delivery dates listed, 50% of the full value of the contracted advertising space for the cancelled issue or issues will be refunded.

By signing this application form, I have read and agree to the conditions stated above.

Authorized Signature: _____ Date: _____

EXHIBITOR & SPONSORSHIP OPPORTUNITIES:

MAFP has exhibit and sponsorship opportunities available for those looking to attend our conferences. Sign up to sponsor a meal, break, lanyards, or any item of your choice, and receive a free ad in the *Missouri Family Physician*.

Click [here](#) for more information.



MISSOURI ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR MISSOURI

Dedicated to optimizing the health of the patients, families and communities of Missouri through patient care, advocacy, education and research.

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