



LOUISIANA ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR LOUISIANA

2023

EXHIBITOR PROSPECTUS & SPONSORSHIP GUIDE

PRINT | WEBSITE | NEWSLETTER | EVENTS



919 Tara Blvd. | Baton Rouge, LA 70806
Phone: 225.923.3313 | Fax: 225.923.2909 | E-mail: info@lafp.org

www.lafp.org

Approximately 76% of all practicing family physicians in Louisiana are members of the LAFP

By advertising with the Louisiana Academy of Family Physicians (LAFP), you are collaborating with Louisiana's largest statewide professional association for family physicians, family medicine residents, and medical students, and one of the most active chapters of the American Academy of Family Physicians.

If you are interested in delivering your organization's message to more than 1,900 members, including practicing family physicians, family medicine residents, and medical students, **then look no further.**

The LAFP offers a variety of advertising opportunities that you can use to deliver your organization's message.

Options for reaching our members include:

The Weekly Family Medicine Update

The LAFP Website

The Louisiana Family Doctor

The LAFP Career Center

AUDIENCE | FAMILY MEDICINE

DESCRIPTION

Established in 1947, the LAFP is a statewide, professional association with more than 1,900 members, including practicing family physicians, family medicine educators, family medicine residents, and medical students. The LAFP is one of the state chapters of the American Academy of Family Physicians.

The mission of the LAFP is to promote and support Louisiana's family physicians in providing excellent health care, service and leadership.

In addition, LAFP membership includes family physicians, family medicine residents, and medical students in Louisiana.

You're more than just an advertiser, you're our partner.

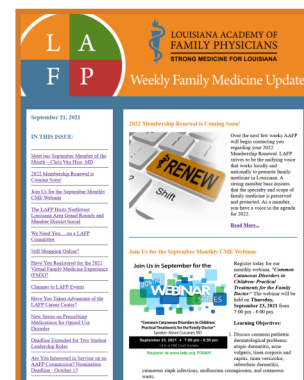


ADVERTISING FACT SHEET

E-NEWSLETTER | THE WEEKLY FAMILY MEDICINE UPDATE

The weekly e-newsletter currently delivered to the LAFP membership and registered subscribers **every Tuesday** and contains important news about health care advocacy and legislation, important dates, partnerships, conference opportunities, and other member news. The LAFP accepts classifieds and advertisements from those interested in promoting services or other information related to physician practices.

The *Weekly Family Medicine Update (WFMU)* is distributed to subscribers. The current distribution of LAFP's weekly e-newsletter is more than **1,900**. Subscription to the *WFMU* is provided to all members as a member benefit. Non-members can also request to receive the e-newsletter.



LAFP WEBSITE

The official website of LAFP contains up-to-date Academy news and important alerts for members about health care advocacy and legislation, important dates, partnerships, and conference opportunities. Members are encouraged to set the site as their homepage.

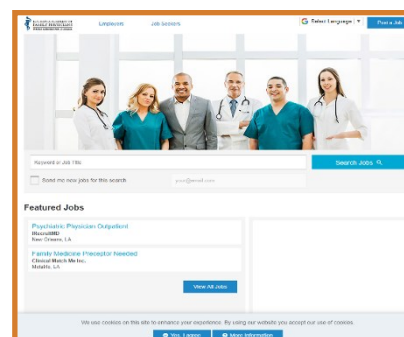
The website averages more than **2,000 page views per month** and an average of more than 300 users per month.



LAFP CAREER CENTER

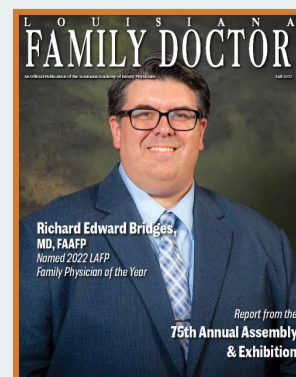
The Career Center allows you to showcase your job posting to Louisiana's best and brightest! LAFP's Career Center (www.Careers.LAFP.org) allows job seekers to post anonymous CVs, browse job postings and communicate with you.

Beef up your exposure with a banner or a classified ad on the Career Center home page.



MAGAZINE | THE LOUISIANA FAMILY DOCTOR JOURNAL

The *Louisiana Family Doctor (TLFD)* is published quarterly and mailed in **March, June, September, and December**. The magazine serves as a vehicle for the LAFP to communicate with its members important dates, partnerships, conferences, opportunities, and other news. Our current print and digital circulation is more than **1,900**. Subscribers include the entire LAFP membership, Louisiana and national legislators, American Academy of Family Physicians state chapter executives and Louisiana medical associations.



ADVERTISING RATE CARD AND SPECIFICATIONS

THE WEEKLY FAMILY MEDICINE UPDATE

The *Weekly Family Medicine Update (WFMU)* is distributed 52 times per year to more than 1,900 subscribers.

Specifications

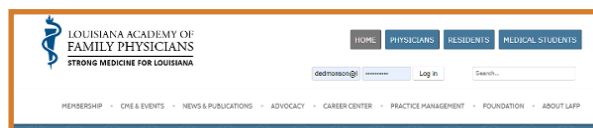
- The advertiser will provide articles and graphics to the LAFP no later than one (1) week prior to the sponsorship date to ensure distribution.
- Topics of these articles will be current, useful, and relevant to subscribers, but also strive to relate in some way to the Sponsor's interests in the health care industry.
- Ad size must be submitted in 300x300 pixel format.
- Only digital full color JPEG or PNG files in electronic format will be accepted
- All articles will be reviewed and approved by the LAFP physician website editor.
- The editor reserves the right to refuse any advertising or adjust publication size as necessary
- Cancellations must be received in writing



Advertising Rates	
Frequency	Rate
One Week	\$150
Four Weeks	\$570
Three Months/13 Weeks	\$1,755
Six Months/26 Weeks	\$3,120
Twelve Months/52 Weeks	\$5,460
Discounts:	
• Print advertiser in Louisiana Family Doctor	10% discount
• Sponsors and exhibitors	10% discount
<i>*Limit one discount or special offer</i>	

LAFP WEBSITE

www.lafp.org



Specifications

- Home page banner ads must be submitted in 900x150 pixel format.
- Interior Page banners must be submitted in 300x300 pixel format
- Artwork must be received no later than 2 weeks before the requested run date.
- Only digital full color JPEG or PNG files in electronic format will be accepted.
- Advertisers select site section on the website: About LAFP, Membership, CME and Events, Advocacy, News and Publications, Practice Management and Foundation.
- Cancellations must be received in writing.
- The editor reserves the right to refuse any advertising or adjust publication size as necessary.

Advertising Rates		
Location	Description	Rate
Home Page	Premium exposure with custom ad space including hyperlink	\$600/ month
Interior Page	Basic exposure with space for logo and hyperlink (advertiser select site section)	\$500/ month
Frequency Discounts are available.		
• 6 month commitment		5%
• 12 month commitment		10%
• Print advertiser in Louisiana Family Doctor		10%
• Sponsors and exhibitors		10%
<i>*Limit one discount or special offer</i>		

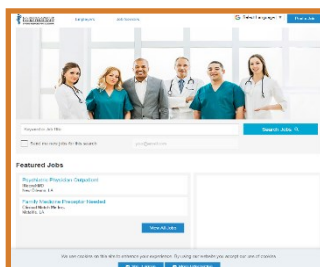
Questions? Contact the LAFP | info@lafp.org | (225) 923-3313

ADVERTISING RATE CARD AND SPECIFICATIONS

LAFP CAREER CENTER

Specifications

- Rates are per each stagnant 300x300 pixel design (no animation is allowed). Include the name and contact information of designer or file creator.
- A total of three (3) site section advertisements will be allowed at one time. Call for sizing information.



Advertising Rates

Ad	Rate
Basic 30 Day Single Job Posting	\$400
Basic 60 Day Single Job Posting	\$600
Single Résumé/CV Purchase	\$35
5 Pack of Job Postings (30 days)	\$1,800
5 Pack of Job Postings (60 days)	\$2,700
5 Pack of Job Postings (90 days)	\$3,375
1 Year Unlimited CV Access	\$1,000
Career Center Home Page Banner Ad (30 days)	\$500
Career Center Home Page Banner Ad (6 months)	\$2,850
Career Center Home Page Banner Ad (12 months)	\$5,400

THE LOUISIANA FAMILY DOCTOR

Professionally printed, full-color quarterly journal with a print and digital circulation of more than 1,900 contacts. It is the primary communication source for public relations, legislative, continuing medical education and membership information.

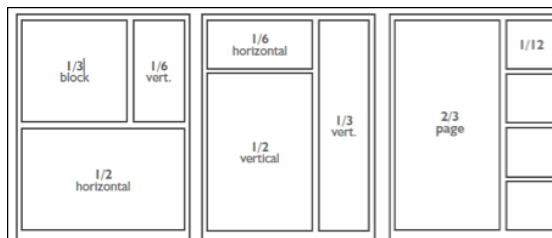
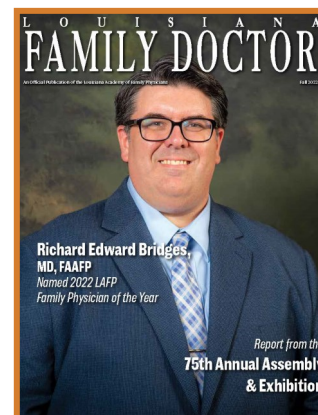
You may use this publication as a tool to help meet your marketing or recruiting objectives. By advertising in this journal, you can reach a large, highly targeted audience at a reasonable rate.

Specifications

Ad Size	Width	Length
Back Cover (bleed)	8.625"	8.875"
Back Cover (no bleed)	7.875"	8.375"
Full Page (bleed)	8.625"	11"
Full Page (no bleed)	7.875"	10.25"
2/3 Page	5.125"	10"
1/2 Page (vertical)	7.875"	4.875"
1/2 Page (horizontal)	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"

LOUISIANA FAMILY DOCTOR

Ad Size	Rate
Back Cover	\$1,350.00
Inside Covers	\$1,250.00
Full Page	\$975.00
2/3 Page	\$875.00
1/2 Page (vertical)	\$800.00
1/2 Page (horizontal)	\$750.00
1/3 Page	\$675.00
1/6 Page	\$600.00
1/12 Page	\$5000.00



Contact:

Publishing Concepts, Inc.
14109 Taylor Loop Road
Little Rock, AR 72223
800.561.4686 or 501.221.9986
production@pcipublishing.com

Ad Due Dates Issue Dates

February 17	March 22
May 25	June 29
August 17	September 20
November 16	December 20

ADVERTISING GUIDELINES

L O U I S I A N A
FAMILY DOCTOR



www.lafp.org

Terms and Conditions

The advertising organization and the Louisiana Academy of Family Physicians agree to the following terms:

1. All advertisements submitted to the Louisiana Academy of Family Physicians (LAFP) for publication in *The Louisiana Family Doctor*, the *Weekly Family Medicine Update*, or on the LAFP website (www.lafp.org) must be of related interest to the LAFP membership.
2. The Advertiser will provide articles and graphics to the LAFP no later than one (1) week prior to the advertisement date. Topics of these articles will be current, useful, and relevant to subscribers, but also strive to relate in some way to the Advertiser's interests in the health care industry. All articles will be reviewed and approved by the LAFP. New artwork must be received by the LAFP no later than the publication's next scheduled artwork deadline.
3. The Advertiser must provide its corporate logo or other image sized to 300 X 300 pixels saved for the web as a .jpg to appear with the article. Images that are submitted with a white background will have a shadow added to the image. "Paid Advertisement by" will be noted at the beginning of all articles.
4. The acceptance of an advertisement does not constitute a guarantee or endorsement of the product or service by the LAFP.
5. The LAFP reserves the right to reject or cancel any advertisement at any time and to assess future copy/artwork to ensure that it does not contain any false or misleading statements or that it is in poor taste. Advertisements deemed controversial in nature or in poor taste will be evaluated to determine if they are appropriate for publishing.
6. The LAFP reserves the right to refuse publication of any article that includes the promotion of products or brand names for use by a physician or the endorsement of specific products or brand names, including those of the Advertiser.
7. Advertising rates are subject to change. Cancellations must be received in writing one week prior to the advertisement date. The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.

Guidelines

The following information serves only as a guideline for potential advertisers and does not guarantee that an advertisement /sponsorship will be approved.

- Products that require approval by the Food and Drug Administration (FDA) for marketing must receive such approval before being eligible for advertising or sponsorship opportunities. Any advertising or sponsorships for these products must include full disclosure when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made about the product.
- Technical data and scientific documentation may be required for products not regulated by the FDA or other government agencies.
- Continuing medical education (CME) courses, seminars, and conferences are eligible for advertisement. If CME accreditation is advertised, the type of credit for which the educational activity is approved must be specified.
- Products for nutritional supplements and vitamin preparations are not eligible for advertisement/sponsorship unless they are approved for marketing by the FDA or their efficacy and safety are substantiated by clinical studies acceptable to the LAFP—generally, these are U.S. studies published in mainstream U.S. medical journals.
- General-purpose foods such as bread, meats, fruits, and vegetables are eligible for advertisement/sponsorship. Only diet programs prescribed and controlled by physicians may be eligible for advertisement/sponsorship.
- Institutional advertising germane to the practice of medicine are considered eligible for advertisement/sponsorship.
- Ads for tobacco products and alcoholic beverages are not eligible for advertisement/sponsorship.
- Solicitations, advertising or sponsorships that promote products or services that are illegal under state or federal statute are not allowed.
- The LAFP will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in the *Weekly Family Medicine Update* (WFMU), *The Louisiana Family Doctor*, and/or the LAFP website only.* Before signing the sponsorship agreement or advertising contract, the physician website editor or magazine editor must review and clear all surveys and be in contact with the interested sponsor or advertiser. The survey also must be of interest or pertain to family medicine.
- The LAFP will not accept or disseminate research surveys and/or studies in any of its other communications. Sponsorship and advertising rates can be found on *The Louisiana Family Doctor* and website rate card and the *Weekly Family Medicine Update* (WFMU) sponsorship agreement. LAFP members will receive a discounted rate. The sponsorship or advertising fee for state agencies may be waived at the discretion of the editor.



Digital Advertising Agreement

Please legibly complete all company contact information below as to appear on all relevant materials.

Advertiser: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Fax: _____

Email: _____

Company Website: _____

Media Company (if different than advertiser listed above)

Media Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Graphics Contact Name: _____ Office Phone: _____

Email: _____

Accounting Contact Name: _____ Office Phone: _____

Email: _____

Publication	Ad Type	Location	Frequency	Rate	Total Cost
www.LAFP.org				\$ _____	\$ _____
The Weekly Family Medicine Update (electronic newsletter)				\$ _____	\$ _____
LAFP Career Center				\$ _____	\$ _____

Total Advertising Cost: _____

Payment Method Visa MasterCard Discover American Express

Card Number: _____ Exp. Date: _____ 3 digit code: _____ Zip: _____

Terms & Conditions *Limit of one discount or special offer per contract unless otherwise specified by LAFP. Bundle packages already reflect a discount and are not eligible for further discounts.* Advertising is subject to the acceptance by LAFP as to character, layout, text and design. LAFP will have no liability for errors in type. LAFP will not be liable for any cost or damages if for any reason it fails to publish. Placement of advertisements is at the discretion of the LAFP unless previously agreed to in writing. The appearance of advertising does not imply endorsement of the advertised company or product nor will advertising be allowed to affect editorial decisions and content. LAFP has the right to refuse any advertisement that is inappropriate or incompatible with the mission of LAFP. Prohibited advertisement include: alcohol, tobacco, weapons, firearms, ammunition, fireworks, gambling, lottery, "miracle" cures, unsubstantiated health claims, and any directed at children. Neither advertisers nor their agents may collect any personal information from any user viewing the advertisement. Cookies, applets and other such files are prohibited. The advertiser will indemnify and hold harmless the LAFP from and against any claims, loss, liability, or expense including any reasonable attorney fees arising from the publication of such advertisement, including without limitation those resulting from claims of suits for libel, violation or right of privacy, plagiarism and copyright and trademark infringement. I hereby apply for advertisement space or classified space in an LAFP publication. I understand that when received by the LAFP, this application becomes a binding contract. By signing below, I acknowledge that I have read and fully understand the 2023 Advertising Terms and Conditions (below) and that advertisement/classified space can only be secured by submitting this completed and signed form and payment in full.

Signature: _____ Date: _____