



2017 Advertising Rates Louisiana Family Doctor

Louisiana Family Doctor is the professional, full size, full color journal of the Louisiana Academy of Family Physicians.

It is addressed and mailed to every family physician, as well as emailed to residents, medical students, in-state medical schools, and supporters of LAFP.

It is the major communication source for public relations, legislative, continuing medical education and membership information.

Publication Schedule

Ad Due Dates	Issue Dates
March 1	March 15
June 1	June 15
September 15	September 15
November 1	November 15

Display Rates per Insertion

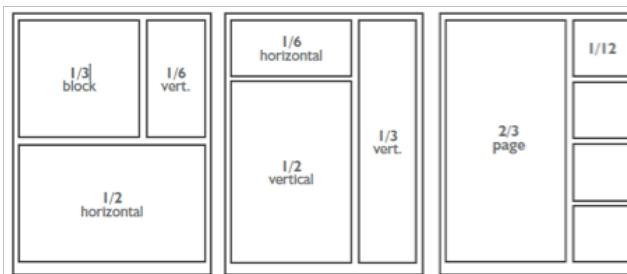
Ad Unit	1x
Back Cover	\$1300.00
Inside Covers (F&B)	\$1250.00
Full Page	\$950.00
2/3 Page	\$825.00
1/2 Page Vertical	\$750.00
1/2 Page Horizontal	\$700.00
1/3 Page	\$625.00
1/6 Page	\$525.00

Display Ad Dimensions (live area)

Ad Unit	Width	Height
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"
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"

Specifications

- **Bleed:** 1/8" on all sides
- **Magazine Trim Size:** 8.375" x 10.75"
- **Color Charge:** \$250
- CMYK including nested or embedded elements (if the ad is black and white, use grayscale)
- We prefer ads be submitted as high resolution PDFs with all color CMYK and all photos 300 DPI at the size they are used and all fonts embedded in the PDF.
- Upload extremely large files at [dropbox.com](https://www.dropbox.com) or [hightail.com](https://www.hightail.com).
- Most files can be sent via email to: production@pcipublishing.com.
- If sending by mail, please include a proof (or email one: pdf, jpg or tif) or fax a proof to 501.225.3735.
- Inserts and sell sheets are available by special arrangement. Call 800.561.4686 or e-mail gjones@pcipublishing.com.
- All ads are subject to acceptance by the LAFP.



Submit all ads to:



Phone: 800-561-4686

Ads should be sent to the Production Department at production@pcipublishing.com

Publishing Concepts, Inc.