

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

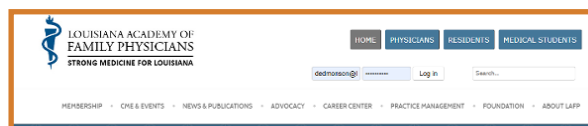
- The advertiser will provide articles and graphics to the LAFP no later than one (1) week prior to the sponsorship date to ensure distribution.
- Topics of these articles will be current, useful, and relevant to subscribers, but also strive to relate in some way to the Sponsor's interests in the health 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:	
<ul style="list-style-type: none"> • Print advertiser in Louisiana Family Doctor • Sponsors and exhibitors 	10% discount
<i>*Limit one discount or special offer</i>	10% discount

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.		
<ul style="list-style-type: none"> • 6 month commitment • 12 month commitment • Print advertiser in Louisiana Family Doctor • Sponsors and exhibitors 		5% 10% 10% 10%
<i>*Limit one discount or special offer</i>		

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