

WHO WE ARE

Nearly 80% of all practicing family physicians in Louisiana are members of the Louisiana Academy of Family Physicians (LAFP). By partnering with the LAFP, you are collaborating with Louisiana's largest statewide professional primary care association for practicing family physicians, family medicine residents, and medical students. We are also a very active state chapter of the American Academy of Family Physicians (AAFP). Advertising with the LAFP will connect your company or organization to more than 1,900 LAFP members via the weekly e-newsletter, quarterly journal, email campaigns, and/or the LAFP Career Center.

E-NEWSLETTER | *Weekly Family Medicine Update*

The *Weekly Family Medicine Update (WFMU)*, is sent to more than 3,000 subscriber and LAFP member inboxes on Tuesdays and contains important news including advocacy and legislation, event registrations, important dates, partnerships, and other member highlights. The LAFP accepts classifieds and advertisements from those interested in promoting services or other information related to physician practices. The consistency of the *WFMU* has established the publication as a reliable member resource and benefit with an exceptional open rate. Advertisements and/or articles are permitted each week and are listed among the featured articles.

JOURNAL | *The Louisiana Family Doctor*

The Louisiana Family Doctor, the LAFP's quarterly journal, is published and distributed to nearly 2,100 LAFP members, Louisiana and National legislators, American Academy of Family Physicians state chapter executives and Louisiana medical associations in both print and digital formats. Issues are mailed in March, June, September, and December, providing year-long member engagement opportunities to author clinical and editorial articles; and learn about upcoming webinars, events, and member benefits. Advertisers can either opt-in for display advertising or sponsor an article in an issue of their choosing.

EMAIL | Monthly Sponsored Resource Email

The Monthly Sponsored Resource Email is a unique opportunity to promote educational content, videos, and websites in a custom designed email delivered directly to the inboxes of more than 3,000 family physicians across Louisiana. The email is known by our members to be delivered on the last Thursday of each month.

CLASSIFIEDS | LAFP Career Center

The LAFP Career Center is a web-based career platform that provides career resources and job postings for LAFP members. Job posts start at \$399 for a 30-day listing, with other packages available that offer additional email promotions. Please visit the [LAFP Career Center](#) to sign up and post your open positions.

ADVERTISING | 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. Advertisers can opt-in for display advertising with hyperlink on the home page or interior pages of the LAFP website.