

# WEBSITE RATE CARD & AGREEMENT



The official website of the Louisiana Academy of Family Physicians contains information divided into the following categories: **Membership - CME and Events - News & Publications - Advocacy - Career Center - Practice Tools & Resources - Foundation - About Us**. The website contains up-to-date Academy news, alerts for members about healthcare advocacy and legislation, important dates, partnerships, and conference opportunities. The website averages nearly **2,000 page views** per month and an average of more than **300 users** per month.

## SPONSORSHIP RATES & DISCOUNTS

Location	Rate	Savings
Home Page - 1 month	\$200	---
Home Page - 3 months	\$600	---
Home Page - 6 months	\$1140	5% Off 3 Month Rate
Home Page - 9 months	\$1620	10% Off 3 Month Rate
Home Page - 12 months	\$1920	20% Off 3 Month Rate
Interior Page - 1 month	\$150	---
Interior Page - 3 months	\$500	---
Interior Page - 6 months	\$950	5% Off 3 Month Rate
Interior Page - 9 months	\$1,350	10% Off 3 Month Rate
Interior Page - 12 months	\$1,600	20% Off 3 Month Rate
Sponsors/Exhibitors		5% off Published Rate
Print advertisers in LA Family Doctor		10% off Published Rate

Limit of one (1) discount or special offer per contract unless otherwise specified by the advertising representative at time ad agreement is signed. Bundle packages already reflect a discount and are not eligible for further discounts.

## ARTWORK SPECIFICATIONS

	Width (pixels)	Height (pixels)
Home page	900	150
Interior page	300	300

Submit artwork as a full-color JPEG (saved for web and devices at 80%). Send artwork as an electronic file to Ragan LeBlanc at rleblanc@lafp.org. Include the contact name of the designer or file creator and phone numbers. If you would like the LAFP to design your ad, the design fee is a minimum of \$100 per hour.

Location	Duration
<input type="checkbox"/> Home page <input type="checkbox"/> Interior page	<input type="checkbox"/> 1 month <input type="checkbox"/> 3 months <input type="checkbox"/> 6 months <input type="checkbox"/> 9 months <input type="checkbox"/> 12 months
<b>Total Cost</b>	

## COMPANY INFORMATION

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_ Company Website \_\_\_\_\_

### Media Company (if different than advertiser listed above)

Media Company \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Graphics Contact Name \_\_\_\_\_ Office Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Accounting Contact Name \_\_\_\_\_ Office Phone \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT INFORMATION

**Payment Method**     Check     Visa     MasterCard     Discover     American Express

**NOTE: A non-refundable 3.5% credit card process fee will be applied to all credit card payments.**

I authorize the amount of \$ \_\_\_\_\_ to be charged to the card below.  
 Name on card \_\_\_\_\_ Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ CVC code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

## TERMS AND STIPULATIONS

The sponsoring organization, hereafter referred to as the "Sponsor," and the Louisiana Academy of Family Physicians (LAFP) agree to the following:

- Advertising is subject to acceptance by the publisher as to character, layout, text, and design. The publisher will have no liability for errors in type. The publisher will not be liable for any cost or damages if for any reason it fails to publish an advertisement.
- The Advertiser will provide graphic image sized to 900 X 150 pixels (home page ad) or 300 X 300 pixels (interior page ad) saved for the web as a .jpg or .png no later than one (1) week prior to the sponsorship date to ensure distribution. Only digital full color JPEG or PNG files in electronic format will be accepted. Images that are submitted with a white background will have a shadow or border added to the image. A \$40 surcharge will be applied to the total contract rate if the sponsor wishes to include a secondary image.
- 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. 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.
- All consecutive contract sponsors are protected against rate increases for the duration of the contract. Advertisers agree to pay shorter-term contract rates for incomplete contracts. Cancellations must be received in writing prior to the closing date; however, if the advertiser chooses not to fulfill a contract, that advertiser will be subject to the full (single-insertion) price for articles already placed plus a 20% cancellation fee for articles not placed. All articles are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. 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 articles, including, without limitation, those resulting from claims of suits for libel, violation of rights 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 2026 Advertising Terms and Conditions and that advertisement/classified space can only be secured by submitting this signed, completed form.**

Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_