

WFMU ADVERTISING RATES & AGREEMENT

ADVERTISING RATES AND DISCOUNTS

Frequency	Rate	Savings
One Week	\$175	---
Four Weeks	\$630	10% Off Single Week Rate
Three Months/13 Weeks	\$1,935	15% Off Single Week Rate
Six Months/26 Weeks	\$3,640	20% Off Single Week Rate
One Year/50 Weeks*	\$6,125	30% Off Single Week 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.

Frequency	Dates
<input type="checkbox"/> 1 week <input type="checkbox"/> 3 months <input type="checkbox"/> 12 months	<input type="checkbox"/> 4 weeks <input type="checkbox"/> 6 months
Total Contract Rate	

ARTWORK SPECIFICATIONS

	Width (pixels)	Height (pixels)
Ad Size	300	300

ADVERTISING CONTACT

Ragan LeBlanc
Executive Vice President
Rleblanc@lafp.org
225-923-3313

COMPANY INFORMATION

Company _____ Contact Name _____
 Address _____ City _____ State _____ Zip _____
 Office Phone _____ Email _____ Company Website _____

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 terms:

- The Sponsor will provide the amount previously noted on this agreement for the purpose of advertising in LAFP's weekly e-newsletter, the *Weekly Family Medicine Update (WFMU)*, which is distributed 50 times per year to more than 3,000 subscribers and will be effective for the dates previously noted in this agreement. *The WFMU is not distributed the weeks of Christmas and New Year's.*
- The Sponsor will provide articles to the LAFP in a Word document no later than one (1) week prior to the sponsorship date. 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 healthcare industry. All graphics and articles will be reviewed, edited, and approved by the LAFP physician website editor. "Paid Sponsorship by" will be noted at the beginning of all articles. The 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 Sponsor must provide its corporate logo or other image sized to 300 X 300 pixels saved for the web as a .jpg or .png to appear with the article 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 advertising, sponsorship or classified ad 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 _____