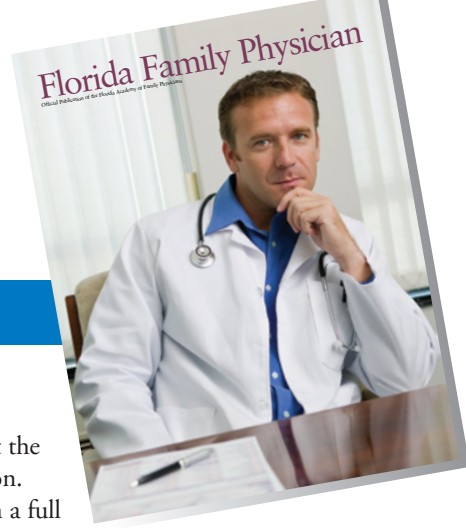


# A Full Color Publication of the Florida Academy of Family Physicians



**Florida Family Physician** is the glossy, full-color, official quarterly journal of the Florida Academy of Family Physicians. Addressed and mailed to all of Florida's family physicians, as well as residents, medical students, practice administrators, office managers and other key decision makers throughout the state. It is a major communication source for public relations, legislative and membership information. For less than the cost of postage, you can reach all 4,000+ family physicians throughout Florida with a full color ad in the Florida Family Physician journal.

## Space Costs

**ALL RATES ARE NET. (Per issue rates based on a 4 issue agreement)**

Back Cover .....	\$1750	1/2 Page (vertical) .....	\$ 850
Inside Covers (F & B).....	\$1550	1/2 Page (horizontal).....	\$ 800
Full Page.....	\$1350	1/3 Page .....	\$ 750
2/3 Page .....	\$ 975	1/6 Page.....	\$ 450

**2 Page Features available** on "First Come-First Served" basis. Call for availability and rates.

### Production Charge (if required)

Display B&W or Color Ad.....	\$250
Classified B&W or Color Ad.....	\$ 50

### Color Charge

Display Ad .....	\$250
Classified Ad.....	\$ 50

### Issue Dates

### Advertising Due Dates

December 15 .....	December 1
March 15 .....	March 1
June 15 .....	June 1
September 15 .....	September 1

### Available Ad Sizes

	width	x	height
Back Cover.....	7.875"	x	8.875"
Inside Covers.....	7.875"	x	10.25"
Full Page.....	7.875"	x	10.25"
2/3 Page.....	5.125"	x	10"
1/2 Page (island) .....	5.125"	x	7.5"
1/2 Page (horizontal) .....	7.875"	x	4.875"
1/3 Page (vertical).....	2.5"	x	10"
1/3 Page (block).....	5.125"	x	4.875"
1/6 Page (vertical).....	2.5"	x	4.875"
1/6 Page (horizontal) .....	5.125"	x	2.375"

A full bleed full page ad is 8.625" x 11"  
(1/8" bleed on all sides).

A full bleed back cover ad is 8.625"x 9.125"  
Magazine trim size is 8.375" x 10.75"

## MECHANICAL REQUIREMENTS

Publishing Concepts requests electronic files of all advertisements.

- We prefer that ads be submitted as high resolution PDFs with all color CMYK, all photos 300 DPI at the size they are used and all fonts embedded in the PDF.
- We use Adobe InDesign for page production and files submitted in that program or in Quark XPress should be accompanied by all support graphics and all fonts used in the document.
- We accept graphics created in Adobe Photoshop and Adobe Illustrator. We prefer that vector graphics be saved in the .ai format, with fonts turned to outlines and photos saved in .psd or .ai formats with the resolution 300 DPI at the size they will be used.

Spot colors are 4-color process; exact PMS colors are not available. Please email files to [production@pcipublishing.com](mailto:production@pcipublishing.com), and indicate the magazine in which the ad is to run, issue date and/or edition number.



**For Information on Advertising  
Publishing Concepts, Inc.**  
**501.221.9986 or 800.561.4686**

Fax 501.225.3735

Family Physician Publications available in the following states: Arizona, Arkansas, Colorado, Florida, Kansas, Kentucky, Louisiana, Maryland, North Carolina, Oregon, South Carolina, Uniformed Services Family Physicians and Virginia.