



FLORIDA FAMILY PHYSICIAN

THE OFFICIAL QUARTERLY PUBLICATION OF
THE FLORIDA ACADEMY OF FAMILY PHYSICIANS

Florida Family Physician is the official printed and mailed quarterly journal of the Florida Academy of Family Physicians. It is also emailed 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. *Florida Family Physician* is a major communication source for public relations, legislative and membership information. For less than the cost of postage, you can reach all 6,500 family physicians throughout Florida with a full color ad in the *Florida Family Physician* journal.

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OTHER OPTIONS: Inserts and sales sheets are available by special arrangement. Call 501.221.9986, ext.105 or 800.561.4686 or e-mail gjones@pcipublishing.com.

Publication Schedule

Issue Dates	Advertising Due Dates
March 25	March 11
June 24	June 10
September 23	September 9
December 16	December 2

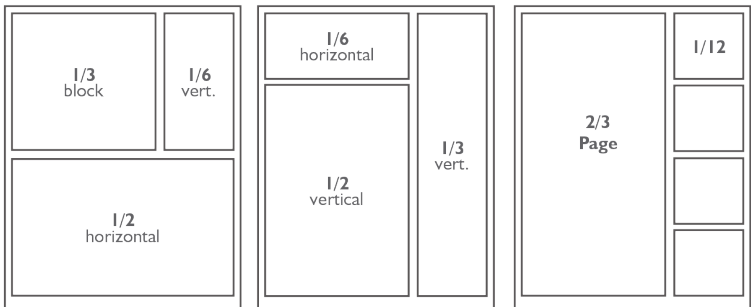
Why You Should Advertise

Family practice decision makers respect this journal and consider it a credible and reliable source of information from fellow family physicians as well as a resource for products and services pertinent to their practice and efficient office operation. Advertising in the journal accurately targets the decision makers you require and reflects your support of the professional association. Over 98% of the state's family physicians belong to the association. This journal is absolutely the best vehicle to reach them all. Your presence in *Florida Family Physician* stands out and distinguishes your leadership among your peers.

Display Ad Dimensions

Ad Unit	Width	Height
Back cover (bleed)	8.625"	8.875"
Back cover (no bleed)	7.875"	8.375"
Full page (with bleed)	8.625"	11"
Full page (no bleed)	7.875"	10.25"
2/3 page	5.125"	10"
1/2 page (horizontal)	7.875"	4.875"
1/2 page (vertical)	5.125"	7.5"
1/3 page (block)	5.125"	4.875"
1/3 page (vertical)	2.5"	10"
1/6 page (horizontal)	5.125"	2.375"
1/6 page (vertical)	2.5"	4.875"
1/12 page	2.5"	2.125"

Bleed: 1/8" on all sides • **Magazine Trim Size:** 8.375" x 10.75"
Live Area: 1/4" in from all sides



Specifications

Color: CMYK including nested or embedded elements (if the ad is black and white, use grayscale). 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. Most files can be sent by e-mail to production@pcipublishing.com. Upload large files at [Dropbox.com](https://www.dropbox.com) or [Hightail.com](https://www.hightail.com). If sending by mail or courier, please include a proof (or email one: pdf, jpg, or tif), or fax a proof to 501-225-3735. All ads are subject to approval by the publisher.



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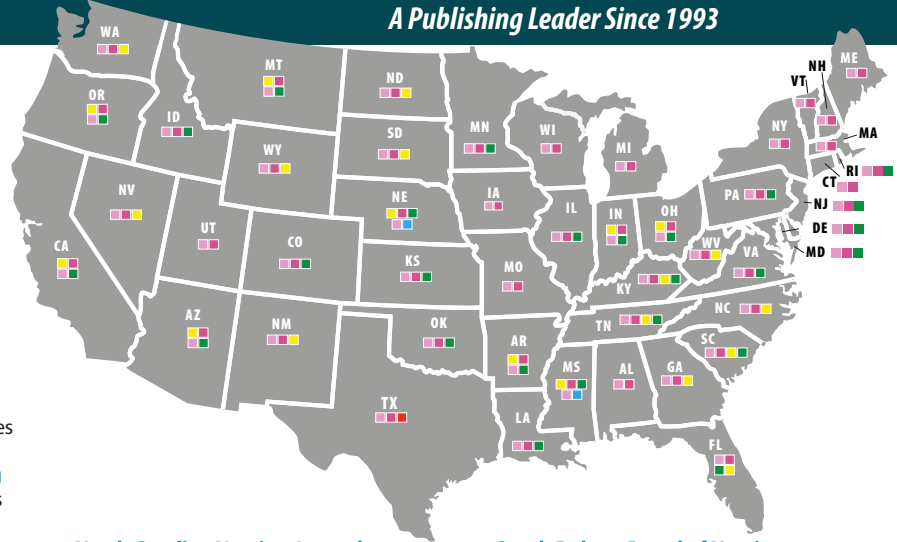
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Tennessee Nursing Extra

Reaching over 150,000 Nurses

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