

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.

Display Rates per Insertion

Ad Unit	1x	4x
Back Cover	\$2,250	\$2,050
Inside Covers (F & B)	2,050	1,850
Full Page	1,850	1,650
2/3 Page	1,650	1,450
1/2 Page Vertical	1,450	1,250
1/2 Page Horizontal	1,350	1,150
1/3 Page	1,150	950
1/6 Page	950	750
1/12 Page	750	550

COLOR CHARGE \$250
PRODUCTION SERVICES available upon request \$250

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
April 1	March 8
July 2	June 10
October 1	September 9
December 31	December 9

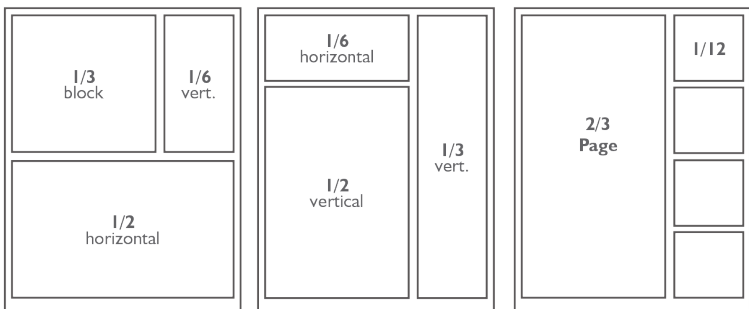
Why You Should Advertise

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.



Advertising Sales and Production:
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28 Official Journals of the State Academies of Family Physicians!

All publications are printed and complimented with an online version.

REACH OVER 97% of ALL Family Physicians in these states!

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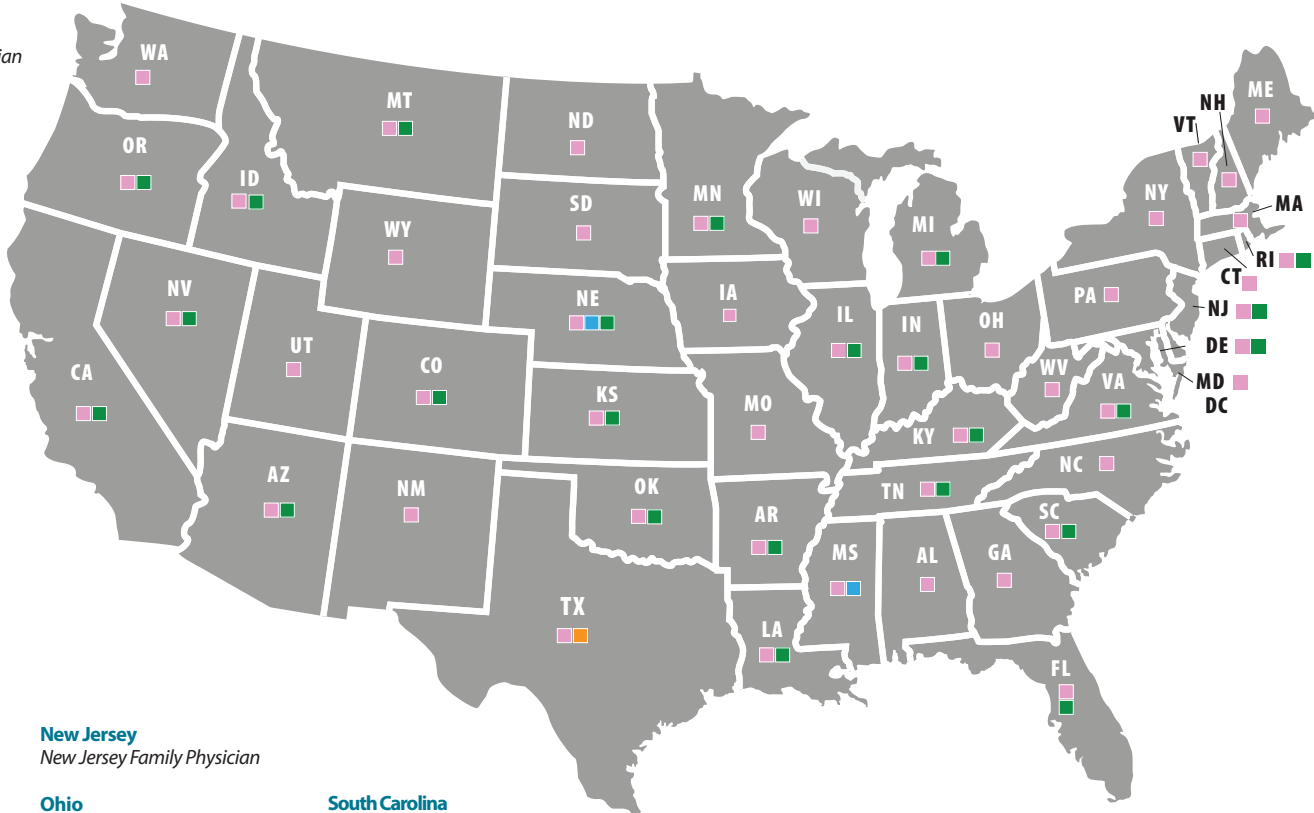
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Reach 97% of all Family Physicians in these states...

For Info: www.pcupublishing.com



USAFP- Official Journal of USAFP, Uniformed Family Physician is addressed and mailed to over 95% of all uniformed family physicians from all branches of the armed forces throughout the United States and abroad.

Official Journal of Texas Osteopathic Medical Association- Texas DO

Hospital Association Journals- For Info: www.pcupublishing.com- Each quarterly hospital association journal is distributed to every hospital and every department throughout their respective states serving as a main source of communication for all key staff involved in making decisions on purchases of products and services.

Nebraska Hospital Association Healthier Nebraska

Mississippi Hospital Association Mississippi Hospitals quarterly



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