

2012 Advertising Rates – GAFP Newsletter & Website

Promote your products and services to the more than 2,500 members of the Georgia Academy of Family Physicians, one of the largest physician organizations in Georgia. Members include family physicians, family medicine residents and medical students from around the state.

The Academy offers a variety of promotional opportunities to fit your needs. *Questions?* Contact Tammy Reasoner, Director of Communications and Meeting Marketing at (404) 321-7445 or treasoner@gafp.org.

Display Ad Rates *			
	1X	3X	6X
Full Page (8.0" x 10.5")	\$1,000	\$875	\$850
Half Page (7.0" x 4.25")	\$500	\$450	\$400
Quarter Page (3.25" x 4.5")	\$275	\$225	\$200
Business Card (2.0" x 3.5")	\$175	\$150	\$100

*Pricing for color advertisements is available upon request.

Enewsletter Ad Rates**			
	1X	3X	6X
Banner Ad	\$285	\$260	\$235
Left Hand Sidebar (2 spots available)	\$170	\$145	\$130

** Limited space available for e-newsletter ads and will be sold as first come, first served based on contract and payment.

Website Rates			
	1 Month	3 Months	6 Months
Rectangular Banner (205 x 350 pixels)	\$150.00	\$315.00	\$600.00

Dates and Deadlines-Print Newsletter & E-newsletter

Issue Date	Ad Closing
January – e-newsletter	Dec 12
February – e-newsletter	Jan 9
March – print	February 10
April – print	March 5
May – e-newsletter	April 9
June – e-newsletter	May 11
July – print	June 8
August – e-newsletter	July 10
September – print	August 6
October – print	September 7
November - e-newsletter	October 8
December - print	November 12

Classified Ads

Ads are \$50 for nonmembers; Free for members (1 ad per year limit; successive ads \$50). Ad will appear in the newsletter for one issue. To advertise on the website for jobs contact www.fpjobsonline.com.