

# TEXAS

# TFP

## TEXAS FAMILY PHYSICIAN AD RATES & SPECS

The official magazine of the Texas Academy of Family Physicians



### CONTACT

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Advertising Sales  
Associate

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**(512) 329-8237**

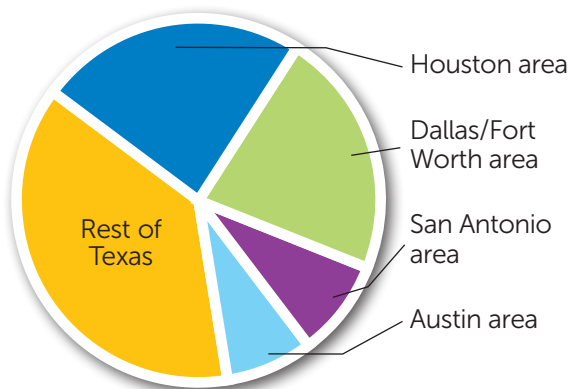
**conwell@tafp.org**

*Welcome to an incredible advertising opportunity. Texas Family Physician is the quarterly magazine family doctors look to for news about their specialty and their practice environment.*

**EYE CATCHING DESIGN:** This 40-page magazine contains plenty of four-color space for your advertisements, and the dynamic design keeps readers turning the pages.

**INFORMATIVE CONTENT:** From legislative and regulatory issues to physician profiles and service articles on best practices, TFP's comprehensive coverage of current family medicine topics makes it essential reading material for TAFP members and their staffs.

**READER DISTRIBUTION IN TEXAS:** The majority of TFP's readers practice in or near major metropolitan areas.



### EXPOSURE

As a primary news source for family practice medical professionals, more than 8,000 TAFP member physicians, students and residents read this four-color, glossy news magazine each quarter. TFP readers make key decisions and have powerful influence over the medical products and services available to their patients.

### MARKETING POWER

On average, family physicians earn more than \$155,000 per year, making them a prime target for your marketing dollars. Advertising in TFP provides cost-effective access to this market. Current advertisers, including pharmaceutical companies, medical schools, physician insurance providers, practice management software vendors and others, enjoy a high return for their advertising dollars. TFP works for you as a prospecting tool to reach new clients and identify customers. Put your product name in front of more than 8,000 powerful and affluent readers.

### OTHER OPPORTUNITIES

TAFP offers several opportunities to market your brand with the family physicians of Texas, including sponsorship of events during CME conferences and ad space in TAFP's mobile conference app. For more information, go to [www.tafp.org/marketing](http://www.tafp.org/marketing).

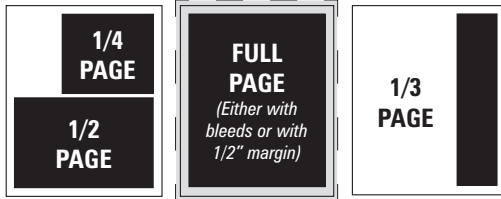
### DEADLINES

Winter: reserve space by Nov. 26, deliver artwork by Dec. 3  
Spring: reserve space by Feb. 25, deliver artwork by March 4  
Summer: reserve space by May 27, deliver artwork by June 3  
Fall: reserve space by Sept. 2, deliver artwork by Sept. 9

## DIMENSIONS

Trim size is 8.5 by 10.875 inches. For full bleeds, please add an extra 1/8 of an inch to each side.

Size (inches)	Width	Height
Full page with bleeds	8.75	11.125
Full page, with 1/2" margin	7.5	9.875
Half page	7.5	4.75
Quarter page	4.75	4.75
Third page	2.4	9.875



Please fax or email signed contract to Michael Conwell at (512) 329-8237 or conwell@tafp.org.

Please send artwork to Jonathan Nelson at jnelson@tafp.org.

## MECHANICAL SPECIFICATIONS

**Ad Orientation:** Ads must be designed so they can be placed on either left or right pages.

**File Types:** We prefer a press-optimized PDF with embedded fonts, CMYK colors only, and flattened transparency. You may also submit InDesign, Photoshop, or Illustrator EPS or TIFF files. Ads created in Pagemaker, Microsoft Publisher, Microsoft Word or other applications not mentioned above may not be usable.

**Fonts:** OpenType fonts are preferred. We will accept Adobe Type 1 Post Script fonts but both the screen and printer font files must be included unless you are submitting a press-optimized PDF in which the fonts are embedded. TrueType fonts are not accepted; convert them to outlines if you must use them. Choose bold or italic fonts when needed; don't apply bold or italic styles to plain fonts or your type may not output correctly.

**Crop Marks:** Use crop marks to indicate bleed and trim for bleed ads. Offset your crop marks at least 1/8" to keep them out of the bleed.

**Image Resolution:** All images embedded in the ad must be at least 300 dpi. All bitmap images should be at least 300 dpi. Do not enlarge 300dpi images more than 100% as this will result in a lower-resolution image. Files containing bit-mapped text should be at least 600 dpi.

**Proofs:** TEXAS FAMILY PHYSICIAN recommends you provide a proof for all ads; please send proofs separately for all electronically-submitted ads. If you don't send a proof as specified below we cannot be held responsible for color or content not matching your expectations. Proofs must be printed at 100% and must match the supplied file.

## CONTRACT TERMS

**Payment:** Advertising is invoiced upon publication. Net amounts are due within 30 days. Prices are subject to change without notice.

**Contracts:** Advertising space is available on a first-come first-served basis. A completed and signed application for advertising space becomes a binding contract when received by TAFP. We reserve the right to determine the eligibility of any company or advertising content (artwork or text) for publication. TAFP may request revision or forbid publication of any advertisement.

**Cancellations:** For cancellations made on or prior to the artwork delivery dates listed, 50 percent of the full value of the contracted advertising space for the cancelled issue or issues will be refunded; a \$50 administrative fee will be assessed for each cancelled space. No refunds will be made for failure to submit artwork on or prior to the dates listed, or for cancellations made after the closing date listed.

# TAFP ADVERTISING AGREEMENT

COMPANY/ORGANIZATION

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

AUTHORIZING AGENT

SIGNATURE\*

DATE

*\*By signing this application form, I am indicating that I have read and agree to the conditions stated on the Texas Family Physician Rate Card.*

## ADVERTISING RATES

Item	PER ISSUE PRICE	
	1-3 issues	4+issues
Back cover (4 color)	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,550
Inside back cover (4 color)	<input type="checkbox"/> \$1,780	<input type="checkbox"/> \$1,380
Inside front cover (4 color)	<input type="checkbox"/> \$1,780	<input type="checkbox"/> \$1,380
Full page (4 color)	<input type="checkbox"/> \$1,270	<input type="checkbox"/> \$1,140
1/2 page (4 color)	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$900
1/4 page (4 color)	<input type="checkbox"/> \$775	<input type="checkbox"/> \$620
1/3 page (4 color)	<input type="checkbox"/> \$775	<input type="checkbox"/> \$620

## PLACEMENT INFORMATION

In which issues would you like to advertise?  Q1 20\_\_\_\_ (year)  Q2 20\_\_\_\_  
(Jan/Feb/March) (April/May/June)

Q3 20\_\_\_\_  Q4 20\_\_\_\_  
(July/Aug/Sept) (Oct/Nov/Dec)

Special placement requests? \_\_\_\_\_  
\_\_\_\_\_

## PAYMENT INFORMATION

Ad cost \$ \_\_\_\_\_

Visa  MasterCard  American Express  Check enclosed  Bill us (net 30 days)

CARD NUMBER

EXPIRATION DATE

NAME ON CARD

SIGNATURE

Please e-mail or fax this application to TAFP's advertising sales associate Michael Conwell at conwell@tafp.org or (512) 577-0907.