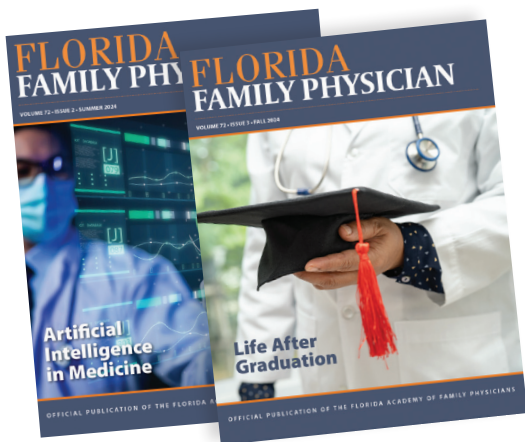


FLORIDA FAMILY PHYSICIAN



FLORIDA ACADEMY OF
FAMILY PHYSICIANS
SUPPORTING FLORIDA'S FAMILY PHYSICIANS

Florida Academy of Family Physicians is the official publication of the Florida Academy of Family Physicians. As a significant communication source for public relations, legislative, and membership information.

- 98% of family physicians are members of the FAFP
- Mailed and emailed to 6,500+ family physicians, residents, and students throughout the state.
- A digital archive published on the Academy's website provides additional readership opportunities.

WHY ADVERTISE HERE?

Journal publications are highly regarded as a credible and reliable source of information by family physicians. They offer valuable resources for products and services that are relevant to their practice and the effective operation of their offices. These publications accurately reach the decision-makers you need to connect with and demonstrate your support for the professional association.

Distinguish yourself in this competitive market!

**Publishing
PCI Concepts, Inc.**

ESTABLISHED 1992

For advertising information, contact:
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2025 RATE CARD

ADVERTISING RATES

Print Ad Units	1x	4x (per issue)	Dimensions
Back Cover	\$2,250	\$2,050	8.625" W x 8.875" H
IFC or IBC	2,050	1,850	8.625" W x 11" H
Full Page	1,850	1,650	8.625" W x 11" H
2/3 Page	1,650	1,450	5.125" W x 10" H
1/2 Vertical	1,450	1,250	5.125" W x 7.5" H
1/2 Horizontal	1,350	1,150	7.875" W x 4.875" H
1/3 Vertical	1,150	950	2.5" W x 10" H
1/3 Block	1,150	950	5.125" W x 4.875" H
1/6 Horizontal	950	750	5.125" W x 2.375" H
1/6 Vertical	950	750	2.5" W x 4.875" H

Bleed: 1/8" all sides • **Trim Size:** 8.375" x 10.75" • **Live Area:** 1/4" all sides
2-page features and advertorials are available upon request.

Digital Ad Unit	1x	4x (per issue)	Dimensions
Presentation Front	\$1,250	\$1000	603 x 783 pixels
Margin	1,250	1000	728 x 90 pixels
Transitional	1000	850	603 x 783 pixels
Presentation Back	850	700	603 x 783 pixels

Discounted digital and print packages available.

Premium digital ad options available with purchase of print ad unit.

PUBLICATION DATES

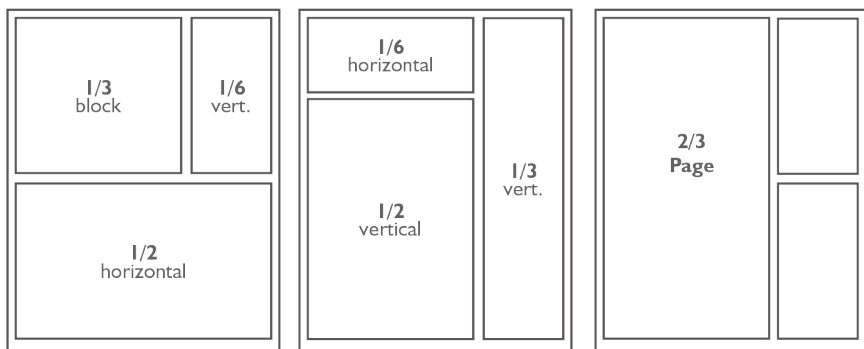
Ad Due Date	Issue
December 16	January
March 27	April
June 25	July
September 23	October

SPECIFICATIONS:

Print: We prefer ad submissions as high-resolution PDFs. All color CMYK, including nested or embedded elements, with all photos 300 DPI at the size they are used, and all fonts embedded in the PDF.

Digital: Ads must be at least 72 dpi, sized to the pixel dimensions, saved as either GIF or JPG format, using RGB color. Videos require MP4, F4V or FLV video format, 300 kb/s to 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

Submit ad files to your sales rep. Complimentary design services available.





26 Official Journals of the State Academies of Family Physicians!

All publications are printed and mailed and complimented with an online version.

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

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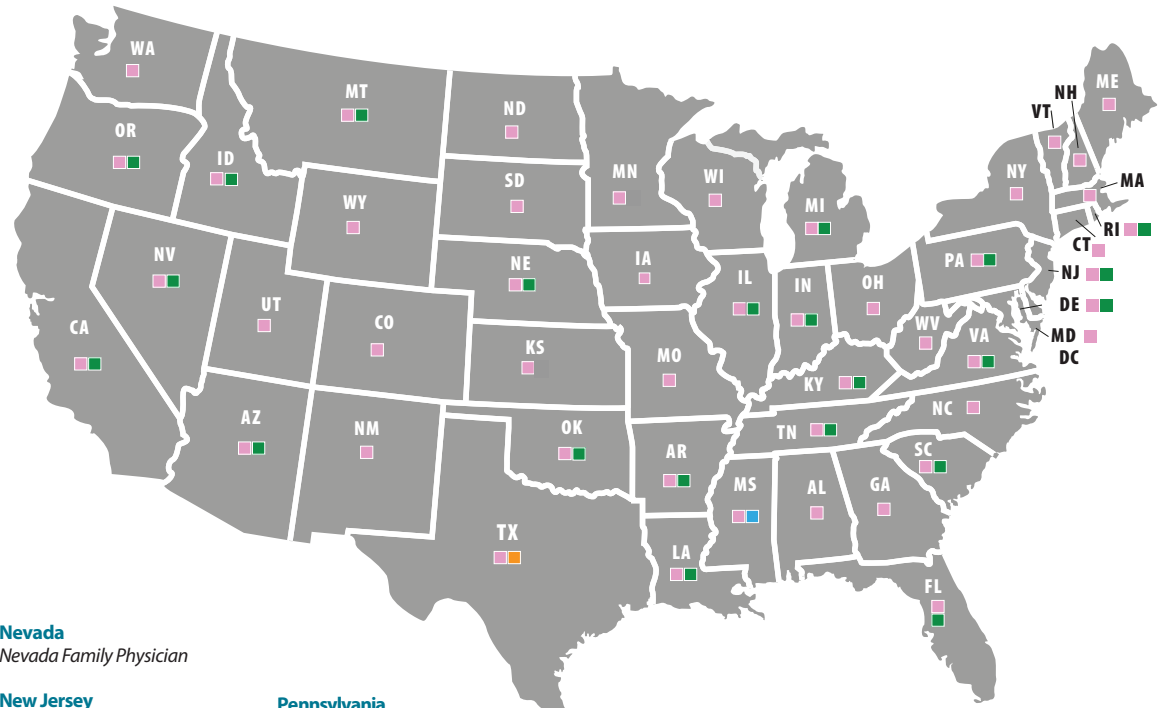
Kentucky
KAFF Journal

Louisiana
Louisiana Family Doctor

Michigan
Michigan Family Physician

Montana
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Nebraska
Nebraska Family Physician



Nevada
Nevada Family Physician

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USAFP - The Uniformed Family Physician - Journal of the Uniformed Services Academy of Family Physicians 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.

Texas - Texas DO - Texas Osteopathic Association

Mississippi - Mississippi Hospitals is the association's official journal and is distributed to every hospital and department throughout the state serving as a main source of communication for all key staff involved in making decisions on purchases of products and services



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