



2012 RATE SHEET

PERSPECTIVES: A View of Family Medicine in New Jersey

PERSPECTIVES: A View of Family Medicine in New Jersey is published quarterly by the New Jersey Academy of Family Physicians (NJAFP). A non-profit professional organization founded in 1948, the mission of the NJAFP is to promote excellence in the standards and practice of Family Medicine to the benefit of the citizens of New Jersey. NJAFP is actively involved in monitoring legislation in the area of health care, promoting quality health care through its programs and involvement on state committees and commissions, providing quality continuing medical education, and communication of pertinent issues to the membership. Members turn to this publication for updates on clinical practices, information on our lobbying and government affairs initiatives, to discover what other members are doing in the state, for insight into how other Family Physicians face the challenges of practicing in today's healthcare environment and to gain insight as to the status and programs of the New Jersey Academy of Family Physicians Foundation.

ADVERTISING GUIDELINES

All advertising is subject to approval by the Executive and Managing Editors. Some material may be referred to the Executive Committee.

SUBSCRIPTIONS

Subscriptions are available for those who wish to remain aware of what is happening in Family Medicine in New Jersey for \$50 per year.

WHY ADVERTISE

- To reach a highly targeted market of practicing Family Physicians, residents in Family Medicine and medical students
- To present your message in a well-read, professional publication tailored directly to those involved in Family Medicine
- To gain name recognition in the primary care community while supporting the mission of the NJAFP

A CHANCE TO REACH FAMILY PHYSICIANS

Did you know nationally...

- Mid-Atlantic Family Physicians see an average of 86 patients in their office each week
- 75% of Family Physicians patients' office visits result in prescriptions for medications
- Mid-Atlantic Family Physicians spend an average of 49.3 hours per week in direct patient care

PUBLICATION DATES 2011

<i>Issue</i>	<i>Advertising Closing Date</i>	<i>Publication Date</i>
1Q2012	February 1	March
2Q2012	May 1	June
3Q2012	July 1	August
4Q2012	November 1	December

CIRCULATION

PERSPECTIVES circulation reaches over 1700 practicing Family Physicians, Family Medicine residents and medical students in New Jersey, plus members of the New Jersey Legislature and US Congress.

Active Family Physicians	920
Residents	240*
Medical Students	310
Supporting Physicians	230
Other	±300**

* Typically 100% resident membership

** AAFP Chapter Executives, NJ State Legislators, US Congress, Non-Physician Subscribers

MECHANICAL REQUIREMENTS

	Horizontal Ads		Vertical Ads	
	Width	Height	Width	Height
Back Cover (Cover 4)	NA	NA	7 7/8"	10"
Inside Covers (2 & 3)	NA	NA	7 7/8"	10"
Full page	NA	NA	7 7/8"	10"
½ page	7 7/8"	4 7/8"	NA	NA
¼ page	NA	NA	3 3/4"	4 7/8"

A full bleed ad is 8 3/8" x 10 7/8" plus 1/8" bleed on all sides

SPECIFICATIONS

PERSPECTIVES is printed in full color. Electronic files of ads must conform to the mechanical requirements listed. Graphics created in Adobe Photoshop, Adobe Illustrator, Quark and Macromedia Freehand are acceptable. All files should be high resolution (300dpi) CMYK for 4-color output and compatible with **MAC**.

Composite ads from any platform or program may be submitted in TIF or EPS formats; for EPS files from vector drawing programs, **all fonts should be changed to outline** and all photos to CMYK. PDFs are also accepted. Save PDFs **with complete font families embedded**. All graphics in the original file

from which the PDF is made should be CMYK and scans should be 300 dpi at the size they are used. Save the PDF at **High Resolution**, at least 1200 dpi. All electronic files should be accompanied by a hard copy full color print out of the ad at 100%.

STANDARD RATES (BASED ON 4X INSERTION)

Full Page	\$950
1/2 Page	\$700
1/4 Page	\$550

- Guaranteed placement within magazine is an additional 10%

COVER POSITIONS & DOUBLE PAGE SPREADS

Double page spreads	\$1,710
Inside cover (front or back)	\$1,100
Back cover	\$1,200

PRODUCTION CHARGES \$200

We will produce your ad if needed

INSERTION

Ad and copy deadline is the first of the month before the publication month. The Editor reserves the right to repeat the last ad on time contracts if new copy or cancellation notice is not supplied.

TERMS

Payment is due upon proof of insertion. Make checks payable to:
 New Jersey Academy of Family Physicians. Tax ID#: 22-6063156
 Ads may be emailed to Candida Taylor at candida@njafp.org

CONTACT INFORMATION

For sample issues, additional information, technical questions on ad placement or to mail payments:

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