



Rate Card

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TEXAS ACADEMY OF FAMILY PHYSICIANS

12012 Technology Blvd., Ste. 200 • Austin, Texas • 78727

Member Directory

TAFP's 2010 **Member Directory** is the essential reference for TAFP members. The directory features alphabetical and geographical listings of family physicians as well as listings for the Academy's Board of Directors, Committees and Commissions. It also contains a schedule of upcoming TAFP events, CME information and national and state resource numbers. As an indispensable resource for our physician members, this directory stays on the doctors' desks. Put your advertisement in the hands of family physicians throughout the state. Advertise in the TAFP Member Directory and get 12 months of prime exposure!

Why advertise with TAFP?

Receive 12 months of continuous exposure for one low price. More than 5,500 TAFP members, their staffs and other readers will refer to this directory many times over the next year and recognize your organization's support of family medicine in Texas.



Space deadline: Nov. 6, 2009
Materials deadline: Nov. 13, 2009

Deadlines

The deadline to reserve space in the Member Directory is **Nov. 6, 2009**. The deadline to provide artwork is **Nov. 13, 2009**.

Discounts

Save money by reserving your advertising space early. Complete the order form and return it by **Oct. 9, 2009**.

Application

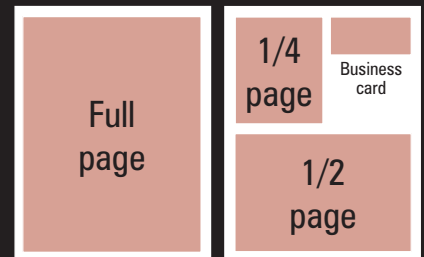
Fill out the application in this rate card and fax it to the TAFP's advertising sales associate, Audra Conwell, at (512) 215-2086.

Dimensions

Trim size is 8.5 by 11 inches. For full bleeds, please add an extra 1/8 of an inch to each side.

Size (inches)

	Width	Height
Full page	7.5	10
with bleeds	8.75	11.25
1/2 page	7.5	5
1/4 page	3.5	5
Business card	3.5	2



TAFP Application

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Member Directory Advertising Form

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 Member Directory Rate Card.

Pricing

Item	Before Oct. 10	After Oct. 10
Back cover (4 color)	SOLD	<input type="checkbox"/> \$3,995
Inside back cover (4 color)	<input type="checkbox"/> \$3,095	<input type="checkbox"/> \$3,295
Inside front cover (4 color)	SOLD	<input type="checkbox"/> \$3,295
Full page (4 color)	<input type="checkbox"/> \$1,895	<input type="checkbox"/> \$1,995
1/2 page (4 color)	<input type="checkbox"/> \$1,325	<input type="checkbox"/> \$1,395
Full page (black and white)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,045
1/2 page (black and white)	<input type="checkbox"/> \$650	<input type="checkbox"/> \$695
1/4 page (black and white)	<input type="checkbox"/> \$525	<input type="checkbox"/> \$545
Business card	<input type="checkbox"/> \$365	<input type="checkbox"/> \$395

Payment

Ad cost \$ _____

Visa MasterCard Check enclosed Bill us (net 30 days)

CARD NUMBER _____ EXPIRATION DATE _____

NAME ON CARD _____

SIGNATURE _____ DATE _____

Space deadline: Nov. 6, 2009

Art deadline: Nov. 13, 2009

Early bird discount: Oct. 9, 2009

Please send signed contract via fax to Audra Conwell at (512) 215-2086. Please send artwork to Jonathan Nelson at jnelson@tafp.org.

MECHANICAL SPECIFICATIONS

1. PRODUCING YOUR AD

File Type: The TAFP Member Directory is printed computer-to-plate. Please prepare your ad submission as a press-optimized PDF, Adobe InDesign file, Photoshop or Illustrator EPS or TIFF file. Ads created in Pagemaker or other applications not mentioned above may not be usable.

Type/Fonts: Adobe Type 1 fonts are preferred; TrueType fonts are not acceptable. To avoid font issues with EPS files, consider converting your EPS file's fonts to outlines.

Crop Marks/Bleeds: Use crop marks to indicate bleed and trim. Offset your crop marks enough to keep them out of the bleed.

Image Resolution: All bit-mapped images must be at least 300 dpi – do not enlarge 300 dpi images more than 112 percent. TIFF files containing text should be 600, 800 or, preferably, 1,200 dpi.

Colors: Use process CMYK colors (not RGB), spot or index colors. When specifying a PMS color as a second or fifth color, you must notify TAFP of the PMS color and approximate percent coverage by the space closing date. Metallic colors are available; prices upon request. In some cases, color advertisements specifying a process color will be converted to an equivalent process color.

Billing for Special Work: Production, layout, typesetting or design work may be billed as special charges. All charges will be determined on a case-by-case basis.

2. PROVIDING A PROOF

- All ads should be accompanied by an acceptable proof. Laser or inkjet proofs for 4-color ads are not acceptable. Professional digital proofs showing color and crop marks are acceptable.
- All proofs should be output at 100 percent size with no corrections marked on the final proof. For black-and-white ads, a laser print, inkjet print or velox is acceptable.

3. SENDING US YOUR AD

- All ads must be accompanied by all source files, including the final layout file, images, logos and screen and printer fonts. Fonts used in placed EPS files must be included as well if you have not converted them to outlines.
- Send us your ad on CD or via e-mail to **jnelson@tafp.org**.
- In addition to your disk and proof, enclose your production contact information and a printout of your disk's contents.
- The most common problems when sending ads are images that are low resolution, missing screen or printer fonts, images not converted to CMYK, and ads created in non-standard or Windows applications.

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 in the TAFP Member Directory. 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.