

# TEXAS



## TEXAS FAMILY PHYSICIAN AD RATES & SPECS

The official magazine of the Texas Academy of Family Physicians



### CONTACT

**Audra Conwell**  
Advertising Sales  
Associate

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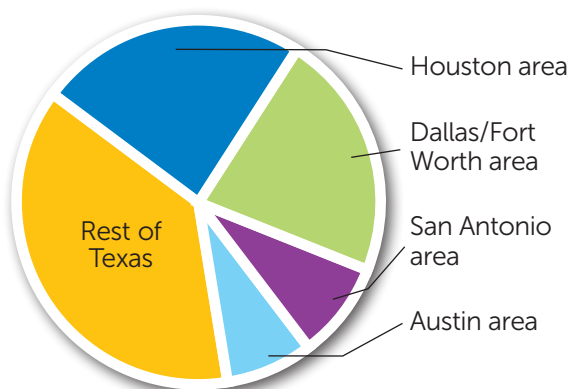
[aconwell@tafp.org](mailto:aconwell@tafp.org)

*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 7,000 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 7,000 powerful and affluent readers.

### OTHER OPPORTUNITIES

Advertisements are also accepted for the Annual Session Official Program, the essential guidebook for TAFP's Annual Session and Scientific Assembly. The Official Program is published each summer. For information and samples, contact TFP.

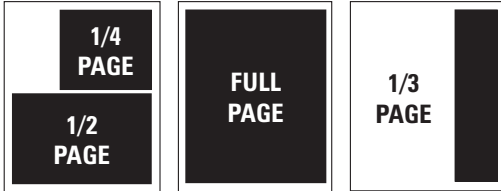
### DEADLINES

Winter: reserve space by Nov. 1, deliver artwork by Nov. 8  
Spring: reserve space by Feb. 1, deliver artwork by Feb. 8  
Summer: reserve space by May 1, deliver artwork by May 8  
Fall: reserve space by Aug. 1, deliver artwork by Aug. 8

## 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
Half page	7.5	5
Quarter page	5	5
Third page	2.4	10



Please fax signed contract 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:** TFP 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 spot 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.

### 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. 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	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?  Winter 20\_\_\_\_ (year)  Spring 20\_\_\_\_  
(Dec/Jan/Feb) (March/April/May)

Summer 20\_\_\_\_  Fall 20\_\_\_\_  
(June/July/Aug) (Sept/Oct/Nov)

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 Audra Conwell at aconwell@tafp.org or (512) 215-2086.