

# Media Kit



**New York State  
Academy of  
Family Physicians**

2019/2020

# Table of Contents

About NYSAFP.....	3/4
Advertising/Sponsorship Discount Program.....	4
Family Doctor Journal.....	5/6
Family Doctor Journal Advertising Rates.....	7
Winter Weekend.....	8
Winter Weekend Sponsorship Rates.....	9
Congress of Delegates.....	9
Congress of Delegates Sponsorship Rates.....	10
eNewsletter.....	11
eNewsletter Advertising Rates.....	11
AAFP National Conference for Residents.....	12
Additional Sponsorship Opportunities.....	12
Contact Us.....	13



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## About Us

Founded in 1948, the New York State Academy of Family Physicians (NYSAFP) is a not-for-profit advocacy organization representing family medicine and family practice physicians throughout New York state in areas of policy, education, leadership development and patient engagement.

NYSAFP strives to improve the health of patients, families and communities by serving members of the Academy through education and advocacy.

We have over 6,000 members throughout New York State, and more than 30 county or regional chapters including active chapters in 15 counties. NYSAFP also represents 12 family medicine residency program chapters. We work to advance the specialty of family medicine, promote family medicine in medical schools and student programs, support family medicine residency and fellowship training programs, and represent the specialty in federal and state legislatures.

## Keeping our Members “In the Know”

Providing members access to the latest developments in medicine is central to NYSAFP’s mission. NYSAFP resources, opportunities, and meetings provide members with the tools to make the best diagnosis and treatment plans with their patients.

NYSAFP continually provides members with a multitude of professional development and continuing education opportunities including:

- *Family Doctor – A Journal of the New York State Academy of Family Physicians*
- Winter Weekend
- Webinars
- Regional Conferences
- Weekly eNewsletter

## Our Members, Our Leaders

Beyond continuing education, NYSAFP provides members with a forum to advocate and affect change in their field for better practicing conditions and improved patient outcomes. Our member leaders represent family medicine and its’ patients at state and federal legislatures. Further, NYSAFP is a nationwide presence supporting New York residency programs and advocating for family physicians at regional and national meetings. NYSAFP and/or NYSAFP-supported resources, forums and meetings include:

- Congress of Delegates/Annual Meeting
- AAFP Residency Director Meeting
- NYSAFP Website

## Our Members' Sphere of Influence

Our membership *influences purchasing decisions* for products and services for their businesses and their personal needs, including:

- Accounting
- Banking
- Computer Equipment/Software
- Education
- Entertainment
- Financial Planning
- Healthcare Insurance
- IT Services
- Legal Services
- Liability Insurance
- Medical Equipment
- Office Equipment/Supplies
- Office Furniture
- Payroll Services
- Professional Development
- Real Estate
- Restaurants
- Telephone Systems/Services
- Travel (business & leisure)
- Vehicle Sales/Service

## Advertising/Sponsorship Discount Program

As a thank you to our dedicated advertisers and sponsors we have created a bundled advertising incentive. The more you advertise, the more you save!

Advertisers/sponsors who support two NYSAFP events/journals in a 12-month term will receive a **5%** discount. Promote your business in three or more NYSAFP events/journals in a 12-month term, enjoy a **10%** discount.

To receive the bundled discount, all advertising/sponsorship agreements must be executed together at the same time.



## Promote Your Business!

### I. Family Doctor Journal

#### Readership Demographics:

- 95% of journal (printed copy) readers are between 30 & 64 years old
- 78% are homeowners, with approximately 14% owning second homes
- Distributed throughout the country with all 54 chapters of the American Academy of Family Physicians which represents 104,000 family physicians, residents and medical students



#### Direct Mail Journal Readership (6,000 hard copies mailed):

- Active family physicians including executive management, owners, & partners
- Practicing family practice providers & staff members
- Family practice patients

#### **BONUS!**

Online journal will feature direct links to advertisers' websites via their ad.

#### Online Journal Readership:

- Retired family physicians
- Medical residents
- Medical students
- General internet population searching the *Family Doctor* journal, NYSAFP & any related topics



\*Direct mail & (estimated) online readership

**2019/2020 Copy Deadlines:**

	<b>Fall 2019</b>	<b>Winter 2020</b>	<b>Spring 2020</b>	<b>Summer 2020</b>
Non-Press Ready:	9/18/19	12/16/19	3/17/20	6/22/20
Press Ready:	9/23/19	12/20/19	3/20/20	6/26/20
Journal Theme:	<b>Perspectives in Family Medicine</b>	<b>Opioids/Pain Management</b>	<b>Climate Change</b>	<b>Public Health in Family Medicine</b>

**Ad File Requirements & Tips:**

- Upon submission, ads must be correct size (see table)
- Color ads must be formatted to CMYK and 300 dpi
- Photos/logos taken from websites generally have too low resolution to be used
- Prior to ad submission, please review the **Acceptable File Format** section below

<b>Ad Type</b>	<b>Size (width x height, in inches)</b>
Full page	7 ½ x 10
½ page horizontal	7½ x 4 ¾
½ page vertical	3½ x 10
¼ page vertical	3½ x 4¾
⅛ page horizontal	3½ x 2½

**Important Reminder:**

We cannot accept files in Publisher or Microsoft Word. Our graphic designer can create an ad for you. If using our graphic designer, preferred logo format is EPS. There will be a **fee** for this service in addition to the ad cost.

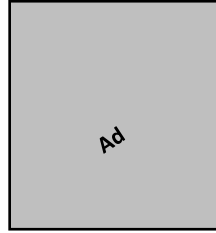
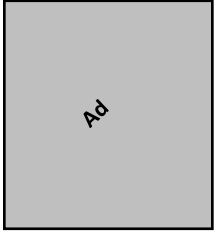
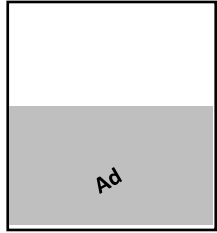
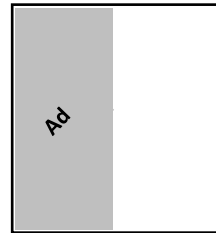
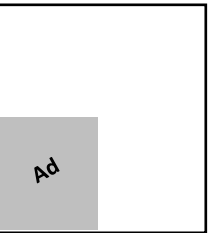
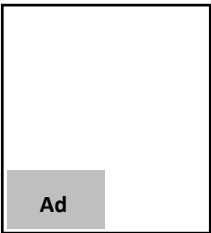
**Acceptable File Formats:**

- **ADOBE PDF** (preferred): Embed fonts, save as a press quality pdf, make sure all images are 300 dpi
- **Tiff & JPEG:** Resolution must be 300 dpi, all color set to CMYK

**Additional Information:**

- Four color publication
- Direct mail and online distribution
- Past issues: Go to [Family Doctor Archives](#)

**Ad Page Placement & Size Options**

Full w/Bleed*	Full Non-Bleed*	Half (H)	Half (V)	Quarter (V)	Eighth (H)
8½" W x 11" H ¼ bleed on all sides	7½" W x 10" H	7½" W x 4¾" H	3½" W x 10" H	3½" W x 4¾" H	3½" W x 2.125" H
					

**Ad Rates (effective March 1, 2019):**

Ad Size/Placement	Dimensions	1 Issue	2 to 3 Issues (cost/issue)	4 or More Consecutive Issues (cost/issue)
Outside Back Cover (*w/bleed or non-bleed)	7½" W x 7½"H	\$850	\$795	\$700
Inside Cover- IFC or IBC (*w/bleed or non-bleed)	7½" W x 10" H	\$650	\$595	\$500
Page 1, facing IFC or Page 2 (opposite TOC)	7½" W x 10" H	\$650	\$595	\$500
Full Page	7½" W x 10" H	\$550	\$495	\$400
Half Page Horizontal (H)	7½" W x 4¾" H	\$395	\$350	\$300
Half Page Vertical (V)	3½" W x 10" H	\$395	\$350	\$300
Quarter Page Vertical	3½" W x 4¾" H	\$295	\$250	\$200
Eighth Page Horizontal	3½" W x 2½" H	\$200	\$175	\$150
Special Placement (other than listed):	N/A	\$150		
Ad Design Fee:	N/A	\$50/ad		

**NOTE:** Advertiser agrees to provide copy &/or artwork. If no material is submitted to fill paid size of ad space, publisher will use own discretion on ad copy. Publisher cannot accept any corrections after copy closing date. Publisher will not assume liability for accuracy of advertising copy. Unless otherwise stated on this agreement, publisher will not provide checking proofs.





## **II. Winter Weekend**     January 23-26, 2020/Lake Placid, NY

NYSAFP provides members with access to the latest developments in medicine central to its mission. NYSAFP meets members’ professional development and continuing education needs by providing tools to make the best diagnoses & treatment plans with their patients. NYSAFP strives to stay on the forefront of new trends and approaches for better practicing conditions and improved patient outcomes.

Winter Weekend is NYSAFP’s most prolific educational conference, attended by approximately 225 members from across the state. This CME accredited conference has an average of 20 credits attached. Winter Weekend is a four-day event with multiple sponsorship opportunities including an Exhibit Hall. All food and beverage stations are in the Exhibit Hall and exhibit tables are strategically located near them. A limited number of premium exhibit tables are available, they are prominently displayed at the center of the Exhibit Hall, with balloons, and receive special mention in the conference program.

All sponsors also receive an attendance list, with attendee’s name and city.

Early registration rates are available and provide sponsors with the opportunity for their name and logo to be included in the four Winter Weekend membership e-promotions. Each promotion reaches over 6,000 NYSAFP members, maximizing sponsors’ visibility as well as indicating their Winter Weekend participation.

Educational grant opportunities are available for meal and/or conference activities. Sponsors of educational grants are noted in the conference program.

**“I always very much enjoy the Winter Weekend and feel that I gained new perspectives.”**  
*WW attendee*

**“The hands-on workshops were really great. They were very educational...I walked away so happy with the new skills I learned”**  
*WW attendee*

### **Sponsorship opportunities:**

- Exhibit table
- Premium exhibit table
- Meal function educational grant (exhibit table included)
- Other educational grant (exhibit table included)

### **Sample Exhibit Hall Schedule**

Exact times may vary and will be confirmed with final schedule:

Friday:	7:00-7:30 AM	Saturday:	7:00-7:30 AM
	9:30-10:00 AM		9:30-10:00 AM
	2:30-3:00 PM		



**Winter Weekend Sponsorship Rates**

Sponsorship Opportunity	Organization Designation	Registration Type (Early: rec'd by 11/15/19 Regular: rec'd after 11/15/19)	Rate
Exhibit table:	For-Profit Organization	Early	\$1,000
	For-Profit Organization	Regular	\$1,500
	Not-For Profit	Early	\$250
	Not-For Profit	Regular	\$500
	Residency Program	Early	\$150
	Residency Program	Regular	\$150
Premium exhibit table:	N/A	Early	\$2000
	N/A	Regular	\$2250

Meal function educational grant:

Other educational grant:

*Please contact Jill Walls, jill@nysafp.org.*

**III. Congress of Delegates** June 13-14,2020/Capital Region

The annual Congress of Delegates (COD) is the business and policy-making meeting of the Academy. At this two-day event, approximately 100 NYSAFP delegates and Academy officers gather to represent more than 6,000 members throughout New York State. The COD also serves as the Academy’s Annual Meeting where in addition to creating policy priorities for the upcoming year, new officers are also installed. It’s an opportunity to commemorate the NYSAFP legacy, honor outgoing officers, celebrate incoming leadership and recognize distinguished members. Highlights of the COD include the President’s dinner and the annual awards luncheon honoring the Family Physician of the Year, Family Medicine Educator and others.

Advertisers, exhibitors and sponsors are invited to take part in this special event.

**Sponsorship Opportunities:**

- President’s Dinner
- Breaks
- Breakfasts
- Awards Luncheon
- Educational grant
- Program advertisement



**Congress of Delegates Sponsorship Rates**

Level	Details	Rate
Platinum	10 dinner tickets (President's Dinner) Program Ad (back outside cover)	\$10,000
Gold	6 dinner tickets (President's Dinner) Program Ad (full-page)	\$3,000
Silver	4 dinner tickets (President's Dinner) Program Ad (full-page)	\$2,000
Bronze	2 dinner tickets (President's Dinner) Program Ad (half-page)	\$1,000

**Other Sponsorship Opportunities**

	Day	Rate
Break	Saturday morning	\$1,500
Break	Saturday afternoon	\$1,500
Break	Sunday morning	\$1,500
Breakfast	Saturday	\$2,000
Breakfast	Sunday	\$2,000
Awards luncheon	Saturday	\$7,500
Additional president's dinner ticket	Saturday	\$100
Additional awards luncheon ticket	Saturday	\$50
Exhibit table (table/2 chairs)	Saturday (7:00am-3:30*)	\$500
Unrestricted educational grant	<i>Please contact Jill Walls, jill@nysafp.org.</i>	

\*approximate time

**Program Ads**

	Rate
Back outside cover (included w/ platinum)	\$1,000
Front inside cover	\$750
Back inside cover	\$750
Full-page 8.5"x11"	\$500
Half-page 8.5"x5"	\$300
Quarter-page 3.75"x5"	\$175
Donor listing	\$100

**Additional Program Advertising Information**

- **SUBMISSION DEADLINE IS DUE MAY 12, 2020**
- Ad Format: high-resolution PDF in the size indicated
- Link to: [2018 COD Program](#)

## IV. Weekly eNewsletter

The NYSAFP weekly eNewsletter provides its members the latest family medicine headlines, short abstracts and hyperlinks to published articles and stories gathered each week. This is a great opportunity to have your message shared with Academy membership on a weekly basis. The NYSAFP eNewsletter is emailed to over 10,000 physicians, residents and students.

### eNewsletter Advertising Rates (includes participation in 13 emails, availability may vary)

Location	Description	Ad Dimensions	File Format	File Size	Rate
Leaderboard	Premier position provides top exposure & quality traffic	728x90	GIF, JPG	40k	\$3,100
Lower Leaderboard	Prominent position right under the association's masthead	580x70	GIF, JPG	40k	\$2,800
Box Ad	Large-format position provides good exposure in the body of the news brief.	300x250	GIF, JPG	40k	\$1,700
Top Banner	Combines text, colors and graphics into unique ad	468x60	GIF, JPG	40k	\$2,500
Bottom Banner	Combines text, colors and graphics into unique ad	468x60	GIF, JPG	40k	\$1,200
Product Showcase	Includes photo, 5-word headline, 50-word description and website link	175x125	GIF, JPG	40k	\$2,300
Callout Text	Integrated into feel of brief, targets audience with image, 5-word headline & 25-word description	125x200	GIF, JPG	40k	\$1,200
Social Text Ad	5-word headline & 15-word text ad to drive traffic to website & social media channels	35x35 (social media icon) 215x85 (main image)	GIF, JPG	10k, 40k	\$900
Sponsored Content	5 unique headlines, logo with max width of 150 px	150x100	GIF, JPG	40k	\$2,500



## **V. AAFP National Conference for Residents** July 30-August 1, 2020/ Kansas City, MO

The American Academy of Family Physicians National Conference is the premiere opportunity for residents and medical students to learn more about family medicine, explore residency programs and meet with potential employers. Over 6,000 residents and medical students attend. The national conference gives medical students and residents the opportunity to shape their career by path with leadership training (Student Congress), educational programming and most importantly by:

- Connecting medical students with residency programs (Expo Hall)
- Networking between residents and future employers, fellowship programs and other post-residency opportunities (Expo Hall)

**Join the New York Delegation:** NYSAFP welcomes family medicine residency programs and advertisers to be represented in the New York section of the Expo Hall. Deadline: *January 10, 2020.*

To learn more about National Conference sponsorship opportunities,  
please contact

*Jill Walls, [jill@nysafp.org](mailto:jill@nysafp.org)*

## **V. Additional Sponsorship Opportunities**

NYSAFP further serves its members through periodic **webinars** and **regional conferences** (regions have historically included downstate/NYC, Rochester area and the Capital Region). Those in addition to the **NYSAFP website** are education streams that can quickly react and relay new information, innovations in medicine and new approaches to effectively treat patients and run a practice. These also provide you with additional opportunities to promote your business to the NYSAFP membership

NYSAFP can work with prospective sponsors and advertisers to connect them with our affiliate county and regional chapters and our family medicine residency program chapters.

To learn more about these sponsorship opportunities,  
please contact

*Jill Walls, [jill@nysafp.org](mailto:jill@nysafp.org)*



## Contact Us

All media requests, questions should be directed to:

**Jill Walls**  
[jill@nysafp.org](mailto:jill@nysafp.org)



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