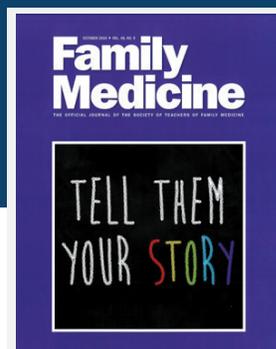


2020 RECRUITMENT and CLASSIFIED ADVERTISING



Family Medicine is the official journal of the Society of Teachers of Family Medicine. It is designed for educators from a variety of backgrounds in family medicine education. Family physicians, psychologists, sociologists, and public health specialists turn to **Family Medicine** for the latest information in family medicine research.

CLASSIFIED ADVERTISING RATES

Ad Size	Family Medicine	P&O Book
Word Ad / Cost per Word* (20 word minimum)	\$3.91	\$3.52
1/4 Page	\$649	\$584
1/2 Page	\$1,018	\$916
Full Page	\$1,397	\$1,257

Four Color – Available in *Family Medicine* and *P&O Book* for ads 1/4 page and larger. Add 25% to B&W ad cost.

Frequency Discounts**

Advertise 3 - 4 times in any combination of the print publications above and receive 10% off open rates.

Advertise 5 or more times in any combination of the print publications above and receive 20% off open rates.

*Costs are for B&W Ads

**Ad space must be purchased together to receive frequency discounted pricing

Note: Recruitment advertising is listed in the Employment Opportunities section. Word ads run under a heading indicating where the position is located. CME, product and service advertising are placed under category specific classified headings.

COUNTING WORDS: Every word is counted. Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and numerals are considered one word. P.O. is one word, box is one word and box number are one word Suite, Dept. or Ext. with the number are counted as two words. Cities and states consisting of two or more words are considered one word, i.e., "New York City." Zip code is considered one word. Web/email addresses are considered three words (each). Telephone number with area code is considered one word. No charge for normal punctuation.

WORD AD STYLE: Classified print ads are set solid with lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). Included InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no TrueType fonts). Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK break-down), 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: rick@webscribble.com indicating the publication in which the ad is being placed in the subject line. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes (clearly stating which publication you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

NATIONAL RATES*

Family Medicine Ad Sizes	Pricing
Full Page (Black & White)	
Inside Cover (1x run)	\$1,746.25
Back of Book (1x run)	\$1,676.40
1/2 Page (Black & White)	
Inside Cover (1x run)	\$1,272.50
Back of Book (1x run)	\$1,221.60

*NOTE: This is only available in Family Medicine.

FOUR COLOR

Available in *Family Medicine* for ads 1/2 page and larger.

Add 25% to B&W ad cost.

All first-time advertisers are subject to the publisher's approval prior to their ad placement in *Family Medicine*.

CIRCULATION: Family Medicine circulates to about 5,000 family medicine professionals on average. Qualified recipients are leaders within the primary care medical community – department chairs, residency program directors, predoctoral directors and others.

ISSUE & CLOSING DATES

Family Medicine Issues	Closing Date
January 2020	December 3, 2019
February 2020	January 3, 2020
March 2020	February 28, 2020
April 2020	March 4, 2020
May 2020	April 1, 2020
June 2020	May 1, 2020
July/August 2020	June 1, 2020
September 2020	August 3, 2020
October 2020	September 2, 2020
November/December 2020	October 1, 2020
January 2021	December 2, 2020

Family Medicine mail date is approximately the first of the issue month.

FAMILY MEDICINE | CAREERS

Maximize your reach with Family Medicine Careers online advertising opportunities.

Promote your organization and job openings for family medicine educators and researchers on the online job board at:

www.FamilyMedicineCareers.com

View a copy of our Online Advertising Rates or contact us for details.

