



# MEDIA KIT AND ADVERTISING RATES

## MS Family Physician Journal

The *Mississippi Family Physician* is a publication designed to enhance the practice of members of the Mississippi Academy of Family Physicians. Its circulation of 1,000 Mississippi physicians, residents and medical students is an excellent means to reach an otherwise hard-to-contact audience. Members are very active in chapter affairs and read the publication to remain up-to-date about what the Mississippi chapter is doing.

AD SIZE	DIMENSIONS	COST	DEADLINES
Full Page	7.5" x 10"	\$850	<b>Scheduled Publication Date: June 2018</b>
Half Page	3.5" x 10" (vertical) 7.5" x 5" (horizontal)	\$525	
Quarter Page	3.5" x 5"	\$325	Preferred Format: High-resolution PDF
Business Card	3.5" x 2"	\$100	
Inside Front or Back Cover	7.5" x 10"	\$1,000	Line Screen Required: 133
Back Cover	7.5" x 10"	\$1,200	
Design services, additional flat fee		\$75	

### ADVERTISING CONTRACT

Company Name:	
Person Authorizing:	
Address:	
City/State/ZIP:	
Phone:	
E-mail:	
Ad SIZE:	
Ad RATE:	

The MAFP is authorized to reserve the aforementioned requested advertising space at the indicated rate and subject to the terms below.

Advertiser Signature and Date (required): \_\_\_\_\_

**TERMS:** Copy for all classifieds is to be furnished by the advertiser. Advertising is subject to acceptance by the publisher as to character, layout and design. The publisher will have no liability for errors in type. The publisher will not be liable for any cost or damages if for any reason it fails to publish an advertisement. Placement of advertisements is at the discretion of the publisher unless previously agreed to in writing. Cancellations must be received in writing prior to the closing date; however, if advertiser chooses not to fulfill a contract, the advertiser will be subject to the full price of ad placed, plus a 20% cancellation fee.

Return signed contract with payment to MAFP:

755 Avignon Drive  
Ridgeland, MS 39157

Credit card payment is available. For info,  
please call (601) 853-3302 or e-mail [kristen@msafp.org](mailto:kristen@msafp.org)

Submission:

Deadline: May 25, 2018

Submit electronic artwork as a high-resolution PDF to  
Kristen Kern at [kristen@msafp.org](mailto:kristen@msafp.org).