



## ELECTRONIC ADVERTISING 2022

### WEBSITE ADS

The MAFP website, [www.msafp.org](http://www.msafp.org), has more than 900 users per month. We offer display advertising on left sidebar, bottom banner, and sliders on our home page.

Home page slider ads will be arranged to be the second slide a user sees upon visiting the home page. We can run up to 3 sidebar ads by different advertisers at one time, 1 bottom banner at a time and 1 home page slider at a time.

Minimum advertising contract is 30 days. MAFP will design an ad to spec for an additional \$25 design charge.

AD TYPE	COST (30 days)
Left Sidebar .....	<b>\$400</b>
Bottom Banner.....	<b>\$400</b>
Home Page Slider .....	<b>\$800</b>

AD SIZE (pixels)	WIDTH	DEPTH
Left Sidebar .....	248 px.....	100 px
Bottom Banner.....	728 px.....	90 px
Home Page Slider .....	1137 px.....	406 px

### E-NEWSLETTER ADS

The MAFP E-Newsletter is sent to about 700 active physicians and is distributed on the 1<sup>st</sup> and 3<sup>rd</sup> week of the month (usually Friday).

Graphic/display ads can be designed to specifications for an additional \$25 charge. Text ads may be up to 350 words and may include multiple links.

#### E-NEWSLETTER ADS

Text (per issue) .....	<b>\$400</b>
Display Ads (per issue).....	<b>\$400</b>

DISPLAY AD SIZE: 420 px wide by 400 px deep

#### MEMBER DISCOUNT

On e-newsletter ads, a \$100 discount will be given to MAFP member physicians, member residents or member medical students.

### E-MAIL BLAST ADS

Advertisements must be approved by the MAFP Executive Board. Text ad with graphics and links will be sent out by blast e-mail to the MAFP newsletter e-mail list on a specified date.

E-Mail Blast Ads (each blast).....	<b>\$1,000</b>
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### SOCIAL MEDIA ADS

Posts on our members-only Facebook page, Family Medicine Strong in MS:

Text/Display with link: .....	<b>\$400</b>
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### CAREER LINK PAGE

The MAFP lists employment opportunities on our website at (<https://www.msafp.org/workforce/careers/>). Text provided by the advertiser will be put on the appropriate website page. Maximum length of ad is 350 words. Ad must include weblink to either an e-mail address or website with more information. We reserve the right to review and approve ads. Cost is \$250 for up to 60 days.

### SURVEYS

Those who want family physicians to complete a survey can invite participants through our e-newsletter or an e-mail blast. See this page for details.



# ADVERTISING CONTRACT

Company Name:	
Person Authorizing:	
Address:	
City/State/ZIP:	
Phone:	
E-mail:	
Ad TYPE: (Please indicate)	<input type="checkbox"/> Website (please circle)   Left Sidebar   Bottom Banner   Home Page Slider <input type="checkbox"/> E-Newsletter (please circle)   Display Ad   Text Ad <input type="checkbox"/> E-Mail Blast <input type="checkbox"/> Career Link Page
E-Newsletter Issue Desired:	<i>Please run the ad on these date(s):</i>
Ad COST:	
\$25 Design Fee?	
Total COST:	

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

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

TERMS: Copy for all ads 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 Guidelines:

Submit text or electronic artwork to spec:  
Kristen Kern  
[kristen@msafp.org](mailto:kristen@msafp.org)