



IOWA ACADEMY OF FAMILY PHYSICIANS

Iowa Academy of Family Physicians 2024 Advertising Pricing List

| Inside Front , Inside Back & Outside Back Cover Magazine Ad Package | | Full Page Magazine Ad Package | |
|--|----------------|--|----------------|
| 3 Magazine Ads Ads Due: 4/30/24, 8/1/24,1/1/25 | \$6,240 | 3 Magazine Ads Ads Due: 4/30/24, 8/1/24,1/1/25 | \$5,615 |
| Exhibit Booth or Partner's Circle Sponsorship at IAFP Annual Conference | \$900 | Exhibit Booth or Partner's Circle Sponsorship at IAFP Annual Conference | \$900 |
| ¼ Page Digital Membership Directory Ad (Due March 1st, 2024) | \$290 | ¼ Page Digital Membership Directory Ad (Due March 1st, 2024) | \$290 |
| Price Before Discount | \$7,430 | Price Before Discount | \$6,805 |
| 15% Package Discount Savings | \$1,115 | 15% Package Discount Savings | \$1,020 |
| Package Price | \$6,315 | Package Price | \$5,785 |

* Front and Back Cover Ads are on a first come first serve basis

* All magazine and directory ads are color no separate pricing for black and white.

| 2/3 Page Magazine Ad Package | | 1/2 Page Magazine Ad Package | |
|--|---------|--|---------|
| 3 Magazine Ads Ads Due: 4/30/24, 8/1/24, 1/1/25 | \$4,670 | 3 Magazine Ads Ads Due: 4/30/24, 8/1/24, 1/1/25 | \$3,120 |
| Exhibit Booth or Partner's Circle Sponsorship at IAFP Annual Conference | \$900 | Exhibit Booth or Partner's Circle Sponsorship at IAFP Annual Conference | \$900 |
| 1/4 Page Digital Membership Directory Ad (Due March 1st, 2024) | \$290 | 1/4 Page Digital Membership Directory Ad (Due March 1st, 2024) | \$290 |
| Price Before Discount | \$5,860 | Price Before Discount | \$4,310 |
| 15% Package Discount Savings | \$880 | 15% Package Discount Savings | \$645 |
| Package Price | \$4,980 | Package Price | \$3,665 |

* Front and Back Cover Ads are on a first come first serve basis

* All magazine and directory ads are color no separate pricing for black and white.

| 1/3 Page Magazine Ad Package | | 1/4 Page Magazine Ad Package | |
|--|---------|--|---------|
| 3 Magazine Ads <small>Ads Due: 4/30/24, 8/1/24, 1/1/25</small> | \$2,185 | 3 Magazine Ads <small>Ads Due: 4/30/24, 8/1/24, 1/1/25</small> | \$1,715 |
| Exhibit Booth or Partner's Circle Sponsorship at IAFP Annual Conference | \$900 | Exhibit Booth or Partner's Circle Sponsorship at IAFP Annual Conference | \$900 |
| 1/4 Page Digital Membership Directory Ad (Due March 1st, 2024) | \$290 | 1/4 Page Digital Membership Directory Ad (Due March 1st, 2024) | \$290 |
| Price Before Discount | \$3,375 | Price Before Discount | \$2,905 |
| 15% Package Discount Savings | \$505 | 15% Package Discount Savings | \$435 |
| Package Price | \$2,870 | Package Price | \$2,470 |

* Front and Back Cover Ads are on a first come first serve basis

* All magazine and directory ads are color no separate pricing for black and white.

Magazine Ad Rates

| Inside Front , Inside Back & Outside Back Cover Magazine Ad Package | | Full Page Magazine Ad Package | |
|---|---------|-------------------------------|---------|
| 1 Issue | \$2,310 | 1 Issue | \$2,080 |
| 2 Issues | \$4,620 | 2 Issues | \$4,160 |
| 3 Issues BEST VALUE | \$6,240 | 3 Issues BEST VALUE | \$5,615 |

| 2/3 Page Magazine Ad Package | | 1/2 Page Magazine Ad Package | |
|-------------------------------|---------|-------------------------------|---------|
| 1 Issue | \$1,730 | 1 Issue | \$1,155 |
| 2 Issues | \$3,465 | 2 Issues | \$2,310 |
| 3 Issues BEST VALUE | \$4,670 | 3 Issues BEST VALUE | \$3,120 |

| 1/3 Page Magazine Ad Package | | 1/4 Page Magazine Ad Package | |
|-------------------------------|---------|-------------------------------|---------|
| 1 Issue | \$810 | 1 Issue | \$635 |
| 2 Issues | \$1,615 | 2 Issues | \$1,270 |
| 3 Issues BEST VALUE | \$2,185 | 3 Issues BEST VALUE | \$1,715 |

IAFP E-News Ad Rates

IAFP News Bites is our monthly e-newsletter that our members receive the first Wednesday of every month. Your advertisement will include four lines along with a link to more information or your website. Please contact Katie Cox at 515-244-4182 or kcox@iaafp.org if you would like more information.

| | |
|----------|-------|
| 1 Month | \$300 |
| 2 Months | \$550 |

Advertising FAQ:

Magazine Ads Due:

Spring 2024: 4/30/24

Fall 2024: 8/1/24

Winter 2024/2025: 1/1/25

Magazine Ad Sizes:

Full Page: 8.5 wide x 11 tall (with bleeds the file should be 8.75x11.25)

1/2 Page: 7.5 wide x 5 tall

1/4 Page: 3.75 wide x 5 tall

2/3 Page: 7.5 wide x 7 tall

1/3 Page: 7.5 wide x 3.5 tall

Graphic Design Assistance: If your company would like assistance in developing your advertisement for any of our publications, please contact Katie Cox at 515-244-4182 or kcox@iaafp.org and we will provide you with the contact information for our graphic design contractor

Disclaimer: The Iowa Academy of Family Physicians maintains the right to refuse to publish any advertisement it determines is not appropriate. You will be notified in the event that your advertisement has been refused and given the opportunity to submit a different advertisement within the established publishing dates. The IAFP is not responsible for printing advertisements that are received after the stated due dates