

YOUR ACADEMY IN ACTION NEWSLETTER ADVERTISING RATES & PLACEMENT

ABOUT

The WAFP e-newsletter, Your Academy in Action (YAA) is distributed 12 times per year to nearly 3,000 Family Physicians, Family Medicine Residents, and medical students. This group represents buying power and embodies the frontline of healthcare delivery in respective communities.

Banner (Size 650 x 150 pixels horizontal)

File size: 72 dpi

Formats: Non animated jpeg. or gif.

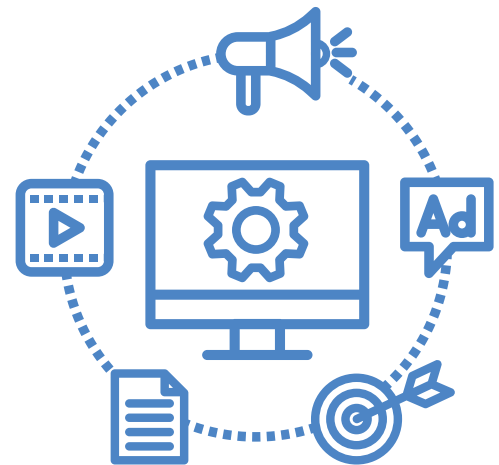
1 month	3 months	6 months	12 months
\$600	\$1,500	\$2,700	\$4,200

Square Ads (Size 200 x 200 pixels horizontal)

File size: 72 dpi

Formats: Non animated jpeg. or gif.

1 month	3 months	6 months	12 months
\$400	\$1,125	\$1,950	\$3,000



Advertising Rate Provisions:

1. All orders are subject to approval by WAFP.
2. WAFP is not liable for any delays in the production or delivery of the publication due to any conditions beyond WAFP's control.
3. WAFP assumes no liability for any errors or omissions in key numbers appearing in the advertisements.
4. All artwork is responsibility of the client.
5. Cancellations or charges in advertising by the advertiser or its agency may not be made after the closing date for the publication, unless otherwise agreed upon in writing by both parties.
6. All materials must be submitted by the first day of each month in which you want your advertisement to appear.
7. Rates and size requirements are subject to change without notice.