



ELECTRONIC ADVERTISING OPPORTUNITIES

CAREER LINK PAGE: The MAFP lists employment opportunities on our website at (<https://www.msafp.org/workforce/careers/>). Advertising costs are as follows:

TEXT ADS FOR AVAILABLE JOBS: 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:\$250 for up to 60 days of display

WEBSITE ADVERTISING: The MAFP website – www.msafp.org – has more than 500 visits per month. We offer display advertising on left sidebar (248 pixels wide x 100 deep), or on the bottom as a banner ad (728 pixels wide x 90 deep). We will run up to 3 sidebars by different advertisers at one time on the site, and only 1 bottom banner at a time. Minimum advertising contract is 30 days. MAFP will design an ad to spec for an additional \$25 design charge.

SIDEBAR Cost:.....\$250 for 30 days (maximum of 3 advertisers will rotate)
BOTTOM BANNER Cost:\$400 for 30 days

E-NEWSLETTER DISPLAY ADS: The MAFP E-Newsletter is sent to about 700 active physicians and is distributed on the 1st and 3rd week of the month. Pricing is \$250 per issue.

MAFP member physicians, member residents, or member medical students get a discounted rate of \$150 per issue.

Display ad size is 420 pixels wide x 400 deep. MAFP will design an ad to spec for an additional \$25 design charge.

E-NEWSLETTER ADVERTORIAL/TEXT ADS: The MAFP E-Newsletter is sent to about 700 active physicians and is distributed on the 1st and 3rd week of the month. Pricing is \$300 for 2 consecutive issues.

MAFP member physicians, member residents, or member medical students get a discounted rate of \$225 for 2 consecutive issues.

ADVERTORIAL/TEXT ADS: Maximum of 350 words. Can include a link.

SURVEYS: Those who want family physicians to complete a survey can invite participants through our e-newsletter (see above for details).



ELECTRONIC ADVERTISING CONTRACT

Company Name:	
Person Authorizing:	
Address:	
City/State/ZIP:	
Phone:	
E-mail:	
Ad TYPE: (Please indicate)	<input type="checkbox"/> Career Link Page <input type="checkbox"/> Website <input type="checkbox"/> Sidebar <input type="checkbox"/> Bottom Banner <input type="checkbox"/> E-Newsletter <input type="checkbox"/> Display Ad <input type="checkbox"/> Advertorial/Text Ad
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

Submission Guidelines:

Submit text or electronic artwork to spec:
 Kristen Kern
kristen@msafp.org