



MINNESOTA FAMILY PHYSICIAN

The Official Publication of the Minnesota Academy of Family Physicians



WHO ARE WE?

Minnesota Academy of Family Physicians (MAFP) is dedicated to promoting the **specialty of family medicine and primary care** throughout the state of Minnesota. **Minnesota Family Physician** is a critical component of the MAFP communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY MAFP?

- ➔ MAFP supports more than **3,100 family physicians, resident physicians and medical students** throughout Minnesota.
- ➔ MAFP members make up **nearly 90% of the family physicians** in the state.
- ➔ **Nearly half** of MAFP members **practice in Greater Minnesota**.

NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Position*	N/A	\$1,900
Full Page	\$2,050	\$1,700
1/2 Page	\$1,700	\$1,300
1/3 Page	\$1,300	\$1,100
1/6 page	\$950	\$800
Digital Edition Advertising	1x	4x
Tile + Interstitial Digital Package	\$1,575	\$1,260
Tile + Landing Page Digital Package	\$1,575	\$1,260
Tile + Interstitial Print Package**	\$1,325	\$1,060
Tile + Landing Page Print Package**	\$1,325	\$1,060
Tile à la Carte	\$875	\$700

[CLICK HERE FOR AD EXAMPLES](#)

* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

** Discounted digital + print packaging available with 1/2-page print ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

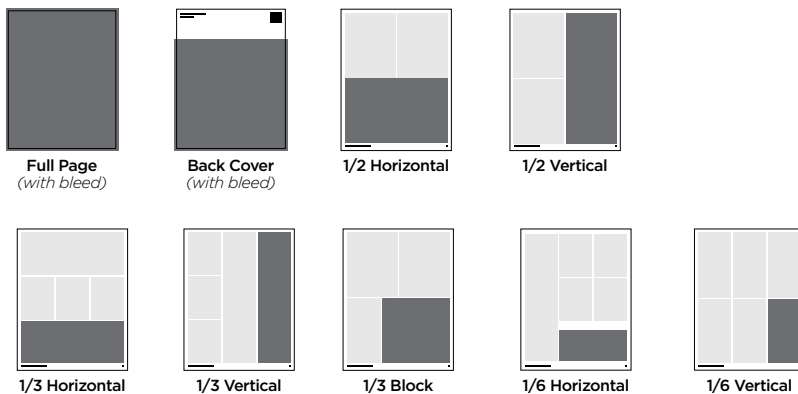
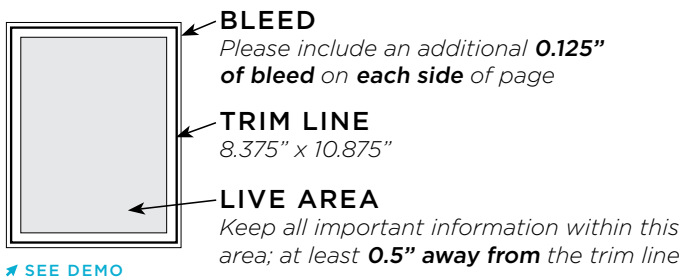
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 8 Issue 2	3/8/2024	May 2024
Volume 8 Issue 3	6/7/2024	August 2024
Volume 8 Issue 4	9/13/2024	November 2024
Volume 9 Issue 1	11/29/2024	February 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Horizontal	7.875" x 3.25"
1/3 Page Vertical	2.5" x 10"
1/3 Page Block	3.875" x 4.937"
1/6 Page Horizontal	5.187" x 2.375"
1/6 Page Vertical	2.5" x 3.25"
Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.