



**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 9 Issue 1	11/29/24	February 2025
Volume 9 Issue 2	3/7/25	April 2025
Volume 9 Issue 3	6/6/25	July 2025
Volume 9 Issue 4	9/12/25	October 2025

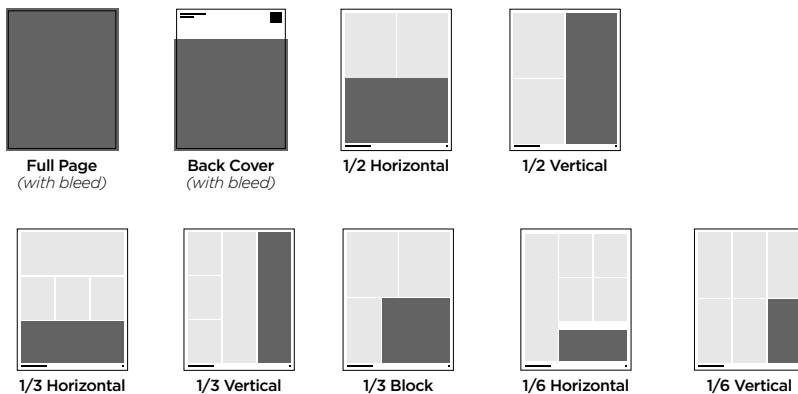
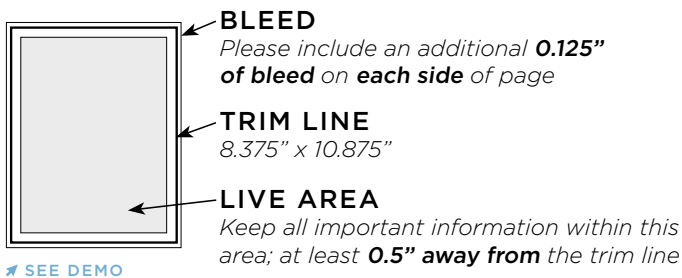
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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 <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	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.