



Family Medicine is the official journal of the Society of Teachers of Family Medicine. It is designed for educators from a variety of backgrounds in family medicine education. Family physicians, psychologists, sociologists, and public health specialists turn to *Family Medicine* for the latest information in family medicine research.

PRINT ADVERTISING RATES

Ad Size	Family Medicine	Family Medicine plus Annals of Family Medicine
Word Ad / Cost per Word (20 word minimum)	\$3.55	\$5.15
1/4 Page (3 3/8" W x 4 1/2" H)	\$590	\$860
1/2 Page (7" W x 4 1/2" H) or (3 3/8" W x 9 1/8" H)	\$925	\$1,350
Full Page (7" W x 9 1/8" H)	\$1,270	\$1,850

Note: Recruitment advertising is listed in the Employment Opportunities section. Word ads run under a heading indicating where the position is located. CME, product and service advertising are placed under category specific classified headings.

COUNTING WORDS: Every word is counted. Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and numerals are considered one word. P.O. is one word, box is one word and box number is one word. Suite, Dept. or Ext. with the number are counted as two words. Cities and states consisting of two or more words are considered one word: i.e. "New York City". Zip code is considered one word. Internet / email addresses are considered three words (each). Telephone number with area code are considered one word. No charge for normal punctuation.

STYLE: Classified print ads are set solid with lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

BLIND BOX SERVICE: \$30 one-time fee.

DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress or InDesign with all resource files (logo, graphics) and screen/ printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 727-445-9380 (clearly stating which publication you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

For additional exposure, add *Annals of Family Medicine* to your *Family Medicine* print advertising schedule. The *Annals of Family Medicine* is a peer-reviewed research journal supporting the needs of scientists, practitioners, policy makers, and the patients they serve. The journal, dedicated to advancing knowledge essential to understanding and improving health and primary care, is a collaborative effort of seven family medicine organizations.

ISSUE & CLOSING DATES

Family Medicine Issues	Closing Date	Annals of Family Medicine Issues	Closing Date
January	November 24, 2011	Jan/Feb	November 23, 2011
February	December 27		
March	January 25, 2012	Mar/Apr	February 2, 2012
April	February 23		
May	March 26	May/June	April 10
June	April 25		
Jul/Aug	May 25	Jul/Aug	June 5
September	July 25		
October	August 27	Sept/Oct	August 7
Nov/Dec	September 26		
Jan 2012	November 26	Nov/Dec	October 9

Family Medicine mail date is approximately the first of the issue month.

Annals of Family Medicine mail date is approximately the 1st of Feb., Apr., Jun., Aug., Oct., and Dec.

CIRCULATION: *Family Medicine* - 5,000 Average. Qualified recipients are leaders within the primary care medical community – department chairs, residency program directors, predoctoral directors and others.

FAMILY MEDICINE | CAREERS

Maximize your reach with Family Medicine Careers online advertising opportunities.

Promote your organization and job openings for family medicine educators and researchers on the online job board at:

www.FamilyMedicineCareers.com

View a copy of our Online Advertising Rates or contact us for details.



Family Medicine Careers Online Advertising

Maximize your reach with Family Medicine Careers advertising opportunities. Promote job openings and targeted messages on the online job board supported by **STFM**, **Family Medicine** and **Annals of Family Medicine**.

Family Medicine Careers Online Advertising

Family Medicine Careers is the online career resource of The Society of Teachers of Family Medicine (STFM). Partnered with and promoted by industry respected journals Family Medicine and Annals of Family Medicine, Family Medicine Careers is an online job board focused on connecting employers and recruiters with job seekers looking for positions as primary care educators and researchers.

- Family Medicine publishes original clinical and educational research of interest to family medicine faculty, practicing clinicians, residents and others involved in family medicine education.
- Annals of Family Medicine supports a learning community of those who generate and use information about health and generalist health care.

Online Job Posting Rates

Ask about our member discounts.

Job Type	1-3*	4-6*	7-9*	10+*
30 Day	\$310	\$295	\$280	\$250
60 Day	\$495	\$470	\$445	\$395
90 Day	\$700	\$665	\$630	\$560
365 Day	\$2,605			
Featured Job**	\$50 additional per posting			
Bolded Job**	\$15 additional per posting			

*Price per job

**Featured jobs will appear at the top of relevant search results and will be marked with an arrow. Bolded jobs have the title of the job bolded in relevant search results.

Online Banner Advertising Rates

Type	Zone Choice	30 Days	60 Days	365 Days
Leaderboard (728 x 90) or Skyscraper (160 x 600)	Employer or Job Seeker	\$870	\$1,392	\$7,308
	All Zones	\$1,305	\$2,088	\$10,962
Small Rectangle (180x150)	Employer or Job Seeker	\$260	\$416	\$2,184
	All Zones	\$390	\$624	\$3,276

Banner Ad Specs

Sizes: 728x90, 160x600, 180x150

File Type: gif/jpg/png/animated gif*/SWF**

File Size Max: 180x150 - 20K, All others - 40K

Max Looping for Animated Ads:

3, ending on branded frame.

Max Animation Time: 2:00.,

Max Speed: 18 FPS.**

ClickTag command into GetURL action**
Please allow 3 business days for ad creation.

*Leaderboard or Skyscraper only

**Flash Ads Only. Please also supply a back up GIF or JPG.

Ask us about Featured Employer Accounts Today!

Featured Employer Account Information:

Upgrading to a Featured Employer account can help you achieve your recruitment goals! Letting your job opening go unfilled for too long can cost your company time and money. Don't let the cost of an unfilled position bring you down, invest in the right recruitment resources.

3 Months.....\$2,700

6 Months.....\$4,800

12 Months.....\$7,500

Want More Tools You can Use?

- Unlimited Job Postings
- Resume Database Access
- Company Profile Page
- Pre-screening questions
- Featured Job Status

The screenshot displays the Family Medicine Careers website. At the top, there are logos for STFM, Family Medicine, and Annals of Family Medicine. The main heading is 'FAMILY MEDICINE CAREERS'. Below this, there are navigation tabs for STFM, Family Medicine, and Annals of Family Medicine. The central area is titled 'Start Your Search Now!' and includes search filters for Category (Accounting / Financial Administration Director), Location (Alabama, Alaska, Arizona), and Keywords. A 'Search Jobs' button is visible. To the right, there are sections for 'Job Seekers' (Sign Up, Login) and 'Employers' (Pricing Plans, Sign Up, Login). A 'Home' section includes links for Search Jobs, Featured Employers, Contact Us, and Help. A 'Featured Jobs' sidebar on the left contains a call to action: 'Your Jobs Listed Here and at the TOP of Search Results'. Below this, there is a 'Featured Employers' section with a 'YOUR LOGO HERE' graphic. At the bottom of the screenshot, there is a 'Looking for the' section with a magnifying glass icon over a 'JOB' sign.

Family Medicine Classified Department • 1001 S. Myrtle Ave., Suite 7 • Clearwater, FL 33756-3930

(800) 237-7027 • (727) 443-7667 • Fax: (727) 445-9380 • familymedicine@russelljohns.com • www.russelljohns.com

Office Hours: Monday through Friday, 8:30 AM - 5:00 PM Eastern Time

BILLING & CREDIT Checks (drawn upon a U.S. Bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to Family Medicine/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment charge. Tearsheet available only upon request.

COMMISSION & DISCOUNTS Display advertising is commissionable at 15% to recognized agencies providing publication-ready art. No cash discounts permitted.

COPY & CONTRACT POLICIES

A. PUBLISHER and/or Russell Johns Associates, LLC (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and

representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the January 2012 issues. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.