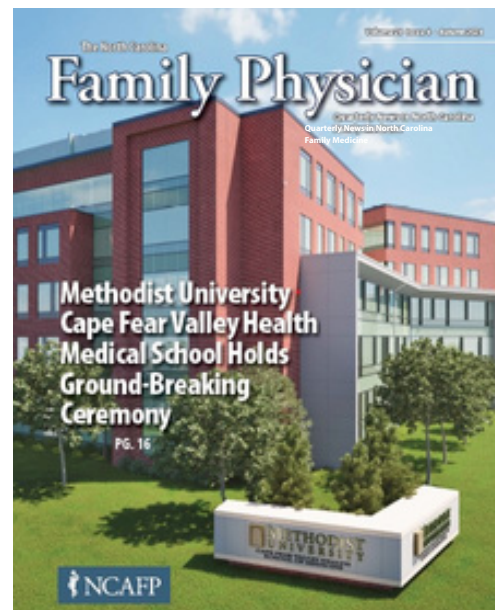


The North Carolina
Family Physician
 Quarterly News in North Carolina
 Family Medicine

2025 Display & Classified Advertising Rates

Published quarterly, *The NC Family Physician* highlights important issues and news related to Family Medicine in North Carolina. We directly mail the publication as beautiful print copies to over 4,000 NCAFP members and contacts (while also making it available online).

Pricing reflects four-color reproduction. For assistance and questions, contact Kevin LaTorre at kevin@ncafp.com.



	1 Time	2 Times	3 Times	4 Times
Back Cover	\$1,163.00	\$2,210.00	\$3,140.00	\$3,954.00
Inside Covers	\$1,107.00	\$2,103.00	\$2,989.00	\$3,764.00
Full Page	\$932.00	\$1,771.00	\$2,516.00	\$3,169.00
Half-Page	\$644.00	\$1,224.00	\$1,739.00	\$2,190.00
Third-Page	\$350.00	\$665.00	\$945.00	\$1,190.00
Classified Advertisements	\$135.00 for the first 75 words. \$2/per word for each additional.			

Mechanical Specifications

(Add 1/8" for all bleeds)

Final Trim Size	8.5 x 11
Copy Area	8.25 x 10.75
Full Page (No Bleed)	8 x 10.50
Full Page (w/Bleed)	8.75 x 11.25
One Half Page (vertical)	4.15 x 7.25
One Half Page (horizontal)	8.5 x 5.25 One
Third Page (vertical)	2.75 x 11 One
Third (horizontal)	2.75 x 8.50

Digital Specifications

- Press-ready PDF preferred / Adobe InDesign CS5.
- CMYK only, no spot colors.
- PDF files generated using Adobe Acrobat Distiller are acceptable. All images must be CMYK at 300 dpi, and all fonts must be embedded.
- No RGB, LAB, or INDEX color elements or lossy JPEG compression. The use of JPEG files will result in an undesirable reproduction.
- A color proof may accompany ad. We recommend SWOP-certified proofs, but this is optional.
- We cannot assume color responsibility for digital ads supplied without a color proof. Color critical placements are discouraged.
- Ads can be provided via email to kevin@ncafp.com

2025 Advertising Deadlines

Issue	Creatives Due Date
Winter	Jan. 17, 2025
Spring	March 28, 2025
Summer	June 20, 2025
Fall	Sept. 19, 2025



N.C. Academy of Family Physicians, Inc.
 2501 Blue Ridge Road, Suite 120 Raleigh, NC
 27607

Telephone: 919/ 833-211
 Facsimile: 919/833-1801
 Online: <http://www.ncafp.com>

2022 Advertising Placement Rates

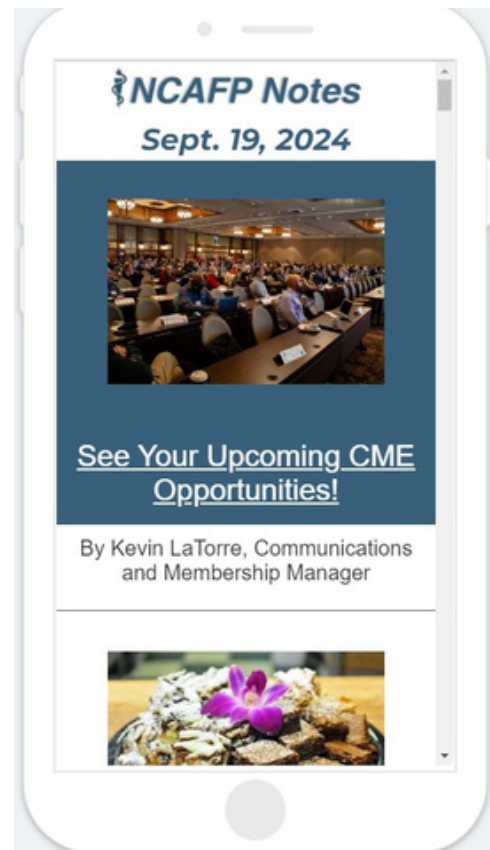
NCAFPNotes is distributed via direct email to all NCAFP members. Our list currently includes over 3,800 members.

Message metrics, including message opens and click-throughs, are available to advertisers.

NCAFPNotes averages an approximate 50-65% open rate.

Rate discounts are available for multiple insertions (5% for 2 insertions, 15% for 4 insertions and 20% for 6 insertions). Both classified and banner advertisements are accepted.

For assistance, contact Kevin LaTorre, Communications Manager, at kevin@ncafp.com.



Advertisement Type	Ad Size (pixels)	Price
Top Banner	595 x 110	\$158
Bottom Banner	595 x 110	\$131
Classified Advertisements	\$65.00 for the first 45 words. \$1/word per each additional word.	

- Pricing does not include design fees.
- Rich media and/or animated artwork can be submitted.
- Advertisements are encouraged to link to external web addresses.
- Submitted artwork should be in .jpg, .swf, .gif or .png format.

- Classified advertisements may not contain any graphics or images.
- Artwork submission is by simple direct email to: kevin@ncafp.com