



## THE CAPSULE MONTHLY NEWSLETTER ADVERTISING RATES & PLACEMENT

### ABOUT

MDAFP's e-newsletter, The Capsule is distributed 11 times per year to over 1,400 Family Physicians, Family Medicine Residents, and medical students. This group represents buying power and embodies the frontline of healthcare delivery in respective communities.

#### **Banner (Size 650 x 150 pixels horizontal)**

File size: 72 dpi

Formats: Non animated jpeg. or gif.

1 month	3 months	6 months	11 months
\$300	\$750	\$1,350	\$2,100

#### **Square Ads (Size 200 x 200 pixels horizontal)**

File size: 72 dpi

Formats: Non animated jpeg. or gif.

1 month	3 months	6 months	11 months
\$200	\$500	\$900	\$1,400



#### **Advertising Rate Provisions:**

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4. All artwork is responsibility of the client.
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6. All materials must be submitted by the first day of each month in which you want your advertisement to appear.
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