

# UTAH ACADEMY OF FamilyPhysicians JOURNAL

The Official Publication of the Utah Academy of Family Physicians (UAFP)



## Moving Forward.

As Americans, we are quickly coming together to make the best of our current situation.

WHILE WE CONTINUE OPENING OUR ECONOMY,  
MAKE SURE YOUR COMPANY IS TOP OF MIND.

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Call **855.747.4003** or email [sales@thenewslinkgroup.com](mailto:sales@thenewslinkgroup.com).

# Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. THE UAFP JOURNAL IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

## Cutting-edge editorial content:

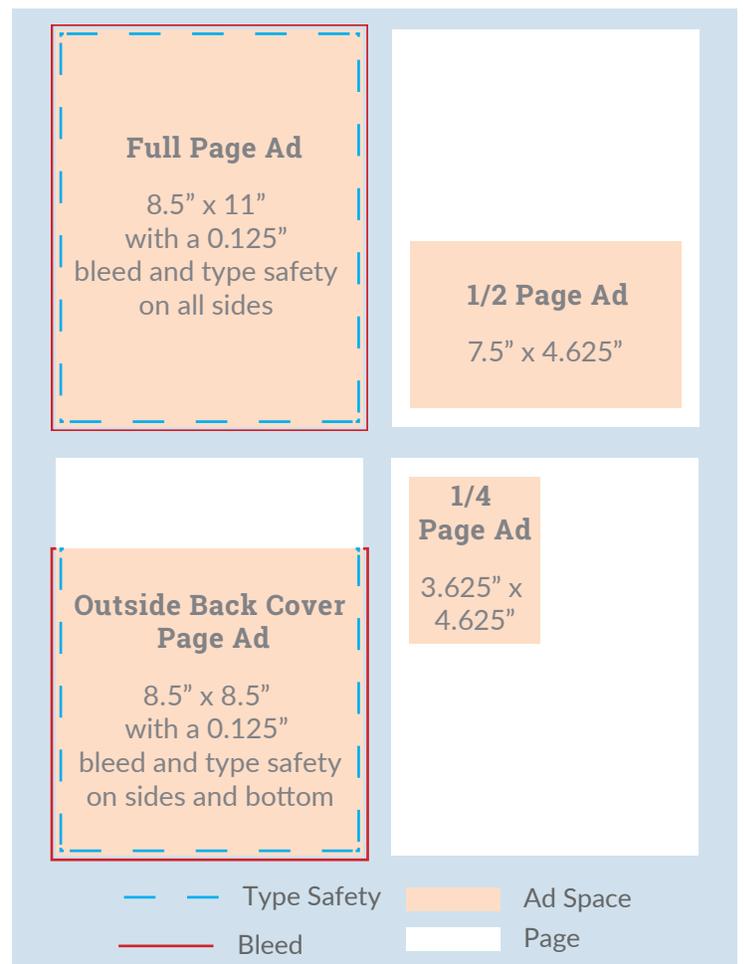
The UAFP Journal offers clear, sophisticated, and up-to-date information about health care strategies, issues, and regulations that readers can apply immediately in their own practices. With articles written by the most authoritative physician leaders and consultants in the field, the UAFP Journal covers a broad range of subjects. Topics include:

- Electronic Medical Records
- Payment Issues (Insurers, Liability)
- National News: American Academy of Family Physicians
- Health Care Reform
- Charitable, Free Care
- Fitness Advocacy
- HIPAA Requirements
- Adding Value to Client Services
- State Legislation and Policy Making
- Advancements in Technology
- Events, Training and Networking Opportunities
- Annual Conference Coverage
- Medical Education / CME Opportunities

Additionally, the UAFP Journal provides a venue for members to publish editorial on various health related topics.

2020-21 Advertising Rates	
Size Price	Per Term (2 issues)
Full Page w/one page editorial. Conditions apply	\$2,285
Full Page	\$1,938
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1/4 Page	1,285
Page 3, 5, or Premium	\$2,785
Inside Front/Back Covers	\$2,785
Outside Back Cover	\$3,285
Centerfold space available; call for rates.	

2020-21 Publication and Advertising Schedule		
Issue	Editorial   Artwork Due	Mail Date
1	Apr 20, 2021	May 11, 2021
2	Oct 20, 2021	Nov 11, 2021



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- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
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- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders are non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

# Print or Digital? We say both.

Digital magazines are not competing with print – they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications are available on readers and phones, allowing for a different level of engagement that supports information bites, if you will, as opposed to the more immersive reading that happens with print. And readers have access to this digital content anytime, anywhere because most people are not far away from their mobile devices. Technology has enhanced the way we communicate with one another, find information and experience the world. And it has expanded the possibilities in publishing as well.

## WHICH IS WHY UAFP JOURNAL IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



The UAFP Journal offers these value added services to help you reach your target audience:

- A digital version of the publication – pdf, “flipping book” and a true built-out digital version for SEO and social media sharing
- A magazine website with your company logo, linked to your website and housing a multiyear archive of the publication
- An additional email distribution of the publication, so UAFP members and magazine readers will enjoy the benefits of both print and digital experiences



VIEW IN DIGITAL FORMAT AT:

[uafp-journal.thenewslinkgroup.org](http://uafp-journal.thenewslinkgroup.org)



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