EDITORIAL

The Osteopathic Family Physician (OFP) journal, the official journal of the American College of Osteopathic Family Physicians (ACOFP) is a peer-reviewed publication with the purpose of delivering information that helps osteopathic family physicians care for their patients, improve their practices and better understand the activities ACOFP is taking on their behalf. The content areas of the journal reflect the interests of association members and other health professionals. These areas include such diverse topics as preventive medicine, managed care, osteopathic principles and practices, pain management, public health, medical education, and practice management.

The journal’s particular emphases include an active forum for the presentation of family medicine research in diverse settings, involving medical students, residents, Fellows, and practicing professionals. The OFP journal provides a forum for careful systematic reviews of primary care. As the official publication of ACOFP, the OFP journal publishes policy statements, communications from the Board of Governors, and notices of important committee and special interest group projects.

ABOUT ACOFP

The American College of Osteopathic Family Physicians (ACOFP) represents more than 18,000 family physicians, residents and students throughout the United States. Osteopathic family physicians, most commonly referred to as “DOs” (Doctors of Osteopathy), take a holistic, patient-centered approach to treating patients.

In addition to conventional medicine, DOs also use osteopathic manipulative treatment (OMT). With OMT, DOs use their hands to diagnose and treat illnesses and injuries through a series of techniques that involve moving muscles and joints through stretching, resistance and pressure.

WHO SHOULD ADVERTISE WITH US?

Are you thinking about advertising in the Osteopathic Family Physician (OFP)? In the past, interested advertisers have come from the following areas:

- Pharmaceutical company
- Residency program
- Medical supply company
- Medical malpractice company
- Medical equipment company
- Diagnostic testing company
- Medical apparel company

ORGANIZATIONAL AFFILIATION
American College of Osteopathic Family Physicians

CIRCULATION
12,310

AUDIENCE
Osteopathic Family Physicians and Residents

ISSUANCE
Frequency: 6 times per year

OFP JOURNAL ADVERTISING SALES
ACOFP | OFP Journal
Attn: Matt Van Wie
330 East Algonquin Road, Suite 1
Arlington Heights, IL 60005
matt@esvw.com
Phone: 804.550.2312
Fax: 804.550.0695
RATES & SCHEDULE

ACCEPTANCE OF ADVERTISING
The publisher, editor and association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the publisher, editor and the owner of the journal from and against any loss, expense, claim or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules and regulations. New copy must be submitted by the print material deadline.

*State and local taxes may apply.

BLACK & WHITE RATES

<table>
<thead>
<tr>
<th>Rates</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,415</td>
<td>$1,160</td>
<td>$820</td>
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<td>3x</td>
<td>$1,380</td>
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<td>$1,290</td>
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<td>$735</td>
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</tbody>
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COLOR

- 4 color process (CMYK): $705
- Spot color (CMYK+PMS): $1,515

PREFERRED POSITIONS

<table>
<thead>
<tr>
<th>Preferred Position</th>
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<tr>
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<td>Other Preferred Positions</td>
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PUBLICATION SCHEDULE

<table>
<thead>
<tr>
<th>Volume/Issue</th>
<th>Publication Date</th>
<th>Print Materials Deadline</th>
<th>Inserts Due</th>
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</thead>
<tbody>
<tr>
<td>13/1</td>
<td>Jan/Feb</td>
<td>12/7/20</td>
<td>12/1/20</td>
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<tr>
<td>13/2</td>
<td>Mar/Apr</td>
<td>2/5/21</td>
<td>2/1/21</td>
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<td>13/3</td>
<td>May/Jun</td>
<td>4/2/21</td>
<td>4/1/21</td>
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<td>Sept/Oct</td>
<td>8/6/21</td>
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</tbody>
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No cancellations will be accepted after closing date. Covers and preferred positions are not cancellable. Dates subject to change.

PRODUCTION SPECS

MECHANICAL SPECIFICATIONS
Keep live matter 1/4” from all trim edges.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>1/2 Page Vertical</td>
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<tr>
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<tr>
<td>1/4 Page Vertical</td>
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<tr>
<td>1/4 Page Horizontal</td>
</tr>
</tbody>
</table>

INSERT INFORMATION

All inserts must be submitted to Royle Printing for approval of stock, design and other mechanical specifications.

INSERT RATES

Furnished inserts are billed at the black and white rate times the number of insert pages.
- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

GENERAL INSTRUCTIONS

- 1/8” to trim off; top, bottom, gutter and face of inserts
- Keep live area 1/4” from trim
- Apply 1/2” safety to both sides of gutter
- Inserts should be on 60# - 80# text weight paper

2-PAGE INSERT W/BINDING HANGER

- Final stitched size: 8”x 10.625”
  **Include 4” x 11” binding hanger**
- Supply binding hanger pre-folded. Supplied 2-page insert should be folded to; 8.125” x 11”

4-PAGE & 8-PAGE INSERTS

- Final stitched size: 8”x 10.625”
- Include 3/8” x 11” binding lip
- Supply folded to Royle Printing; 8.125” x 11” + 3/8” x 11” binding lip

FINAL TRIM SIZE OF JOURNAL & INSERTS:

- 8”x10.625”
PRINT AD SPECIFICATIONS

FILE FORMAT
Please provide one (or more) of the following:
• InDesign version CS6 or higher
• Adobe Illustrator version CS6 or higher
• EPS (exported from Adobe Illustrator)
• PDF (exported from Adobe InDesign or Illustrator)

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

IMAGES
All images must be CMYK, high-resolution, at 300 dpi and embedded in the submitted file. Images that are large in size can be submitted separately.

Embedded images should be manipulated in a proper image editing program (i.e., Photoshop) and then imported into the page layout program at proper size and position.

PAGE LAYOUT
Regardless of the file format supplied, all ads must conform to the following specifications:
• Final size must be desired ad size (see ad size chart)
• Apply 1/4" safety bleed to all sides
• Keep live area 1/4" from edges
• Type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color
• DO NOT nest EPS files within EPS files
• All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press

NOTE: Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes.

COLOR SPACE
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

SPOT COLORS
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified.
### 2021 RATE & PAYMENT FORM

#### BLACK & WHITE ADS (check your selection)

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#### COLOR RATES (check your selection)

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#### SHIP INSERTS TO:
ROYLE PRINTING  
Attn: Jackie Lese  
745 S. Bird Street, Sun Prairie, WI 53590  
jlese@royle.com  
Phone: 608-834-3601

#### SUBMIT ADVERTISING MATERIALS & ORDERS TO:
330 E. Algonquin Road, Suite 1  
Arlington Heights, IL 60005  
Attn: Matt Van Wie  
matt@esvw.com  
Phone: 804.550.2312  
Fax: 804.550.0695

### OVERALL TOTAL: _____________

#### PAYMENT METHOD:
- Check (Make checks payable to ACOFP)  
- Visa  
- MasterCard  
- Discover  
- American Express

### YOUR ORGANIZATION'S INFORMATION:

- Company Name
- Contact Name, Title
- Address
- City, State, Zip
- Phone  
- Fax
- Email

### CREDIT CARD INFORMATION:

- Name on Card
- Card Number
- Exp. Date  
- CSV Code
- Signature