TENNESSEE ACADEMY OF FAMILY PHYSICIANS

2026 MEDIA KIT

Tennessee FAMILY PHYSICIAN

The Official Publication of Tennessee Academy of Family Physicians

WHO ARE WE?

Tennessee Academy of Family Physicians is a nonprofit professional association supporting and representing approximately 2,400 family doctors, resident physicians and medical students in Tennessee. The ***Tennessee Family Physician*** magazine is a critical component of TNAFP's communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

CLICK HERE TO VIEW THE DIGITAL MAGAZINE

WHY TNAFP?

- TNAFP is the **only organization** focused exclusively on supporting and representing Tennessee's family medicine community.
- Family physicians account for the largest number of office-based primary care visits, **exceeding 200 million annually**.
- **Nearly 60%** of Tennessee's family medicine residents from 2018 through 2020 remained in the state.

WHY INNOVATIVE?

CLICK HERE to find out

NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Positions*	$2,550	$2,050
Full Page	$1,865	$1,500
2/3 Page	$1,735	$1,390
1/2 Page	$1,470	$1,185
1/4 Page	$1,340	$1,075
1/6 Page	$1,075	$865
Digital Edition Advertising	**1x**	**4x**
Tile + Interstitial Digital Package	$1,600	$1,600
Tile + Landing Page Digital Package	$1,600	$1,600
Tile + Interstitial Print Package**	$1,350	$1,350
Tile + Landing Page Print Package**	$1,350	$1,350
Tile à la Carte (Magazine Only)	$900	$900

CLICK HERE FOR AD EXAMPLES

All rates are for full-color advertisements.
** Premium positions include: inside front cover, inside back cover, page 3 and back cover.*
*** Discounted digital + print packaging available with 1/2-page print ads or larger.*

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

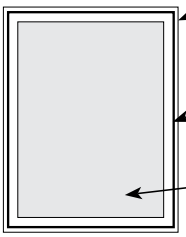
Issue Number	Artwork Due	Delivered to Members
Volume 19 Issue 1	2/3/26	April 2026
Volume 19 Issue 2	5/26/26	August 2026
Volume 19 Issue 3	7/29/26	October 2026
Volume 19 Issue 4	10/26/26	January 2027

SPECIFICATIONS

CLICK HERE FOR AD EXAMPLES

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
2/3 Vertical	5.187" x 10
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/6 Horizontal	5.187" x 2.375"
1/6 Vertical	2.5" x 4.937"
Digital Ad Size	**Dimensions**
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

**Full-page ads are intended to bleed off the page.* SEE DEMO



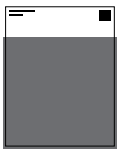
BLEED
*Please include an additional **0.125" of bleed** on **each side** of page*

TRIM LINE
8.375" x 10.875"

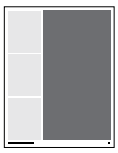
LIVE AREA
*Keep all important information within this area; at least **0.5" away from** the trim line*

SEE DEMO

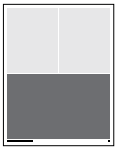
Full Page *(with bleed)*



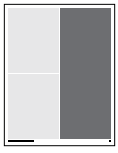
Back Cover *(with bleed)*



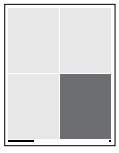
2/3 Vertical



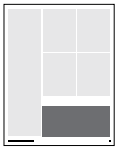
1/2 Horizontal



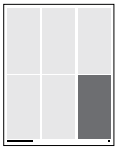
1/2 Vertical



1/4 Page



1/6 Horizontal



1/6 Vertical

ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or CLICK HERE for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads SEE DEMO

Margin: 0.5 inch on full-page and tab ads SEE DEMO

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more. CLICK HERE to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a $75 surcharge.**

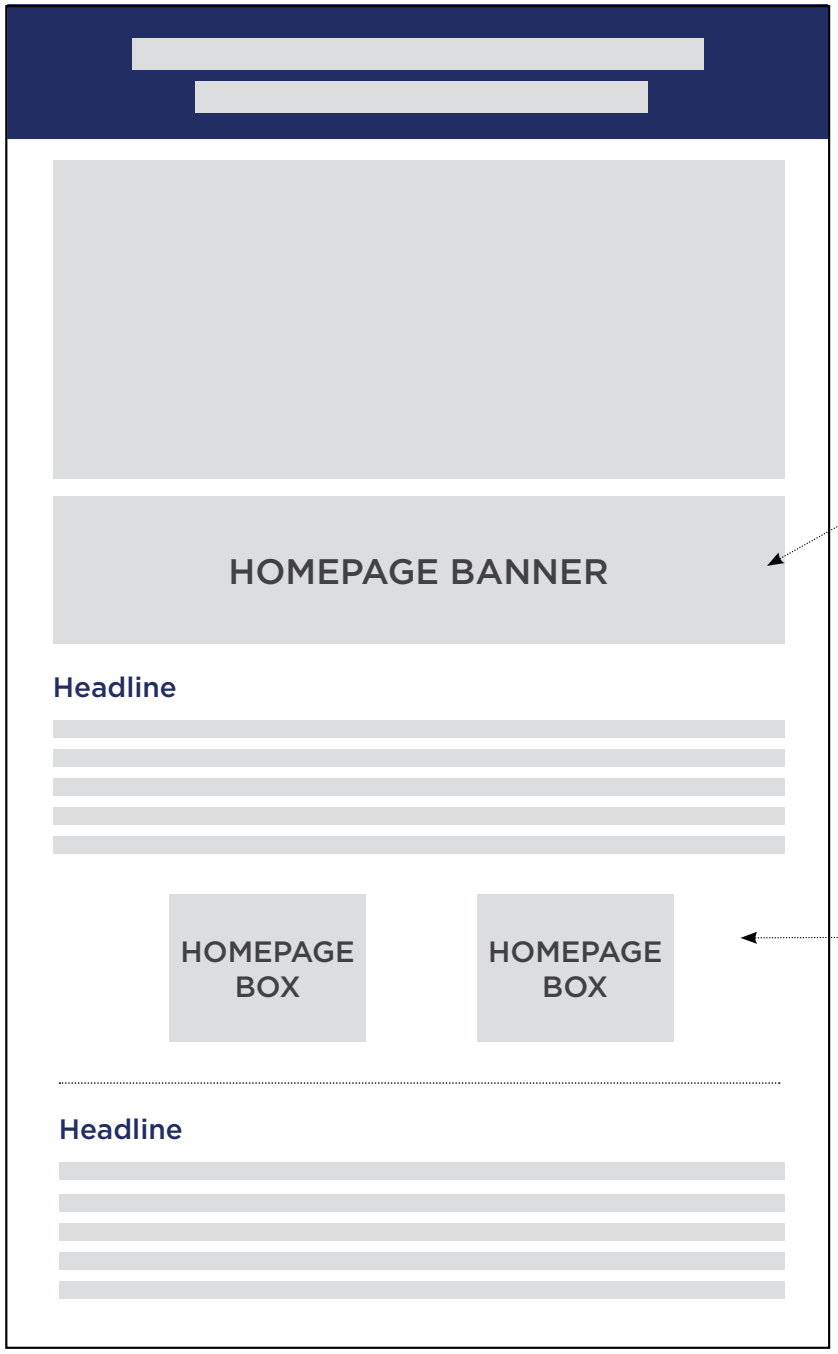
PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

WEBSITE ADVERTISING

Become a digital sponsor of the TNAFP today! There are **just three advertising spaces available** — don't miss your chance to be a part of the Tennessee Academy of Family Physicians!

WEBSITE AD PRICE REFERENCE



HOMEPAGE BANNER

Frequency: Per Quarter

Cost: $2,000

Available positions: 1

Specifications: Horizontal orientation, RGB color space, 1 rotation, 2600 x 600

HOMEPAGE BOX

Frequency: Per Quarter

Cost: $1,500

Available Positions: 2

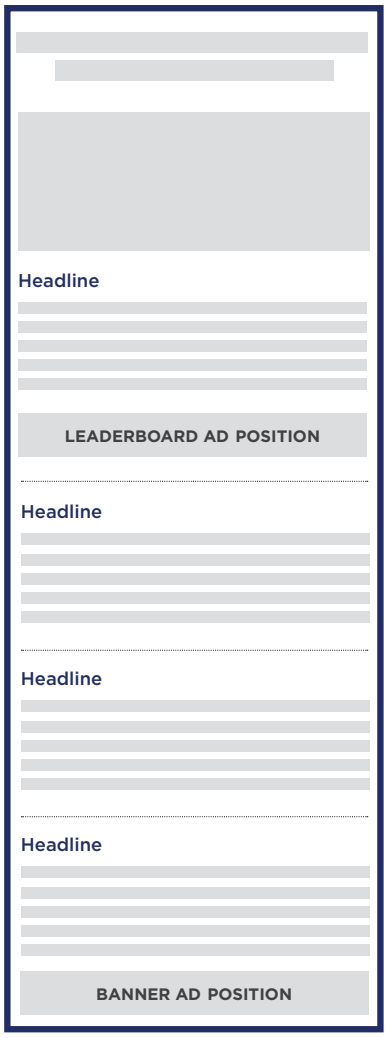
Specifications: RGB color space, 1 rotation, 800 x 600

ENEWSLETTER ADVERTISING

TNAFP's monthly *Member News* is the Academy's primary electronic communication tool. Emailed directly to our members, this enewsletter keeps them updated on developing medical and association news and events — information that is critical to their work.

There are only two advertising spaces available per enewsletter — don't miss your chance to be a part of *Member News*!

ENEWSLETTER AD PRICE REFERENCE



Ad placement locations not guaranteed.

LEADERBOARD

Frequency: Quarterly

Cost: $2,000

Available positions: 1

Specifications: Horizontal orientation, RGB color space, 4 rotations, 728 x 90

BANNER

Frequency: Quarterly

Cost: $1,250

Available positions: 1

Specifications: Horizontal orientation, RGB color space, 4 rotations, 728 x 90

FILE REQUIREMENTS

Color:
RGB

Minimum Resolution:
72 DPI (dots per inch)
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small.

File Type:
GIF, PNG or JPEG

Files Size:
Under 40KB

Artwork Due:
All artwork is due on the 15th of the month before the quarterly advertising term begins. Ad artwork runs as pickup for three-month term.

Please send all materials to:
graphics@innovativepublishing.com. Please upload files over 5 MB to our site at www.innovativepublishing.com/upload.

- Rates include 3 consecutive insertions (one quarter).
- Annual rate receives a 10% frequency discount.