



California FAMILY PHYSICIAN

THE CALIFORNIA FAMILY PHYSICIAN PUBLICATION

California Family Physician is the glossy, full-color, official quarterly journal of the California Academy of Family Physicians. Addressed and mailed to all of California's family physicians, as well as residents, medical students, practice administrators, office managers and other key decision makers throughout the state. It is a major communication source for public relations, legislative and membership information. For less than the cost of postage, you can reach all 8,500+ family physicians throughout California with a full color ad in the California Family Physician journal.

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1/2	1,350.00	1,225.00	1,125.00	1,050.00
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COLOR CHARGE.....\$250

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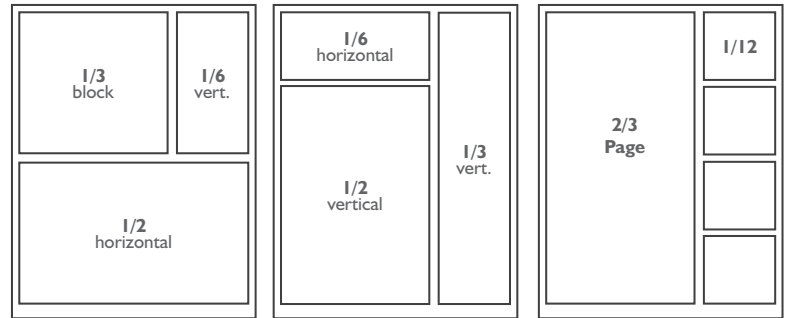
OTHER OPTIONS: Inserts and sell sheets are available by special arrangement. Call 800-561-4686 or e-mail gjonas@pcipublishing.com.

Display Ad Dimensions (Live Area)

Ad Unit	Width	Height
Back cover (bleed)	8.625"	8.875"
Back cover (no bleed)	7.875"	8.375"
Full page (with bleed)	8.625"	11"
Full page (no bleed)	7.875"	10.25"
2/3 page	5.125"	10"
1/2 page (horizontal)	7.875"	4.875"
1/2 page (vertical)	5.125"	7.5"
1/3 page (block)	5.125"	4.875"
1/3 page (vertical)	2.5"	10"
1/6 page (horizontal)	5.125"	2.375"
1/6 page (vertical)	2.5"	4.875"
1/12 page	2.5"	2.125"

Bleed: 1/8" on all sides

Magazine Trim Size: 8.375" x 10.75"



SPECIFICATIONS

Color: CMYK including nested or embedded elements (if the ad is black and white, use grayscale). We prefer that ads be submitted as high resolution PDFs with all color CMYK, all photos 300 DPI at the size they are used and all fonts embedded in the PDF.

Upload extremely large files at dropbox.com or hightail.com. Most files can be sent by e-mail to production@pcipublishing.com. If sending by mail or courier, please include a proof (or email one: pdf, jpg, or tif), or fax a proof to 501-225-3735.

All ads are subject to acceptance by the sponsor.

PUBLICATION SCHEDULE

Issue Dates	Advertising Due Dates
January 5	December 15
April 6	March 15
July 6	June 15
October 5	September 15



Advertising Sales and Production:
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Indiana Board of Nursing
Reaching 127,000 Nurses

Kentucky Board of Nursing
Reaching 72,000 Nurses

Mississippi Board of Nursing
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Montana Board of Nursing
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Nebraska Board of Nursing
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New Mexico Board of Nursing
Reaching 30,000 Nurses

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South Dakota
Boards of Nursing**
Reaching 29,000 Nurses

North Carolina Board of Nursing
Reaching 143,000 Nurses

Ohio Board of Nursing
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Oregon Board of Nursing
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South Carolina Palmetto Nurse
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StuNurse.com

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Reach 97% of all Family Physicians in these states...

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Each quarterly hospital association journal is distributed to every hospital and every department throughout their respective states serving as a main source of communication for all key staff involved in making decisions on purchases of products and services.

Arkansas Hospital Association
Arkansas Hospitals quarterly

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