



Marylanders spend more than \$30.2 billion annually on health care services.

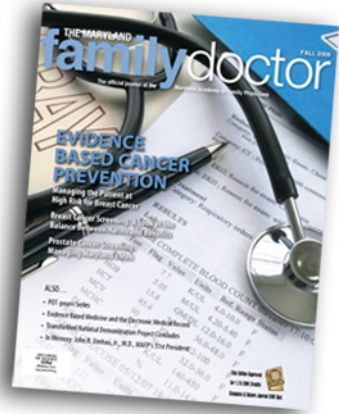


MAFP is the largest professional medical specialty society in Maryland.

Established in 1948, the Maryland Academy of Family Physicians (MAFP), the largest professional medical specialty society in Maryland, serves to provide advocacy, representation and leadership for the specialty of family practice.

Our award-winning quarterly publication, *The Maryland Family Doctor*, serves as the communication tool our members use to stay in touch with Maryland's health care industry. Each issue of *The Maryland Family Doctor* contains membership information, legislative updates, a calendar of events and other relevant industry news.

The Maryland Family Doctor is mailed to Maryland practicing family physicians, family physicians in training, medical students, leading professors at medical schools, members of the "sister academies" in Washington, D.C., and Delaware, and government officials.



Confident, cost-effective advertising...

We know you want to spend your advertising dollars wisely. *The Maryland Family Doctor* has a circulation of 2,500, pass-along readership of more than 10,000 and additional exposure via online access.

Support MAFP and amplify your impact.

Capture the benefits of a connection with our members today by investing your advertising dollars with the Maryland Academy of Family Physicians. Our members recognize the importance of doing business with the vendors who support their association.

Contact your Naylor account executive to find the best way to showcase your company in *The Maryland Family Doctor*.

Maximize exposure:
Special placement within the publication ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact.

Enhance visibility:
All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.

For more information, visit:
www.mdafp.org

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Print Advertising Specs (Magazine– 8.375" x 10.875")

The Publication

The Maryland Family Doctor: An 8.375" x 10.875", saddle-stitched, full-color, glossy-stock magazine published quarterly.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed Insertion Order received on or before the sales close date. Invoices issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 industries across North America, is the official publisher of *The Maryland Family Doctor*.

Magazine Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full-Page Bleed	8.625"	11.125"
Full-Page Trim	8.375"	10.875"
Full-Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge.



Categories

Our publication features a handy Index of Advertisers section. Your company will be listed under the category of your choice along with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad, and each additional category is only \$20. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|---|
| <input type="checkbox"/> Accommodations | <input type="checkbox"/> Facilities Design & Construction | <input type="checkbox"/> Medical Job Recruiters |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Facility Management Services | <input type="checkbox"/> Medical Office Building Development |
| <input type="checkbox"/> Accreditation | <input type="checkbox"/> Facility Planning & Design Consultants | <input type="checkbox"/> Medical Office Furnishings |
| <input type="checkbox"/> Allied Health Training | <input type="checkbox"/> Family Practice Centers For Sale | <input type="checkbox"/> Medical Real Estate Developers |
| <input type="checkbox"/> Appraisal/Valuation Consultants | <input type="checkbox"/> Filing Systems | <input type="checkbox"/> Medical Staffing |
| <input type="checkbox"/> Architecture, Design & Engineering | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Medical Supplies & Equipment |
| <input type="checkbox"/> Attorneys/Law Firms | <input type="checkbox"/> Financing | <input type="checkbox"/> Medical Uniforms |
| <input type="checkbox"/> Audio | <input type="checkbox"/> Fire Alarm Systems | <input type="checkbox"/> Mortgage Financing/Real Estate-based
Loan Financing |
| <input type="checkbox"/> Banking Services | <input type="checkbox"/> Floor Care | <input type="checkbox"/> Office Equipment & Furniture |
| <input type="checkbox"/> Billing Audit Services | <input type="checkbox"/> Floor Matting | <input type="checkbox"/> Office Products |
| <input type="checkbox"/> Billing Services | <input type="checkbox"/> Flooring | <input type="checkbox"/> On-hold Telephone Messaging |
| <input type="checkbox"/> Building Products | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Orthopedic/Hand Surgery |
| <input type="checkbox"/> Building Services | <input type="checkbox"/> General Contractor, Health Care
Building Specialists | <input type="checkbox"/> Oxygen & Medical Equipment Services |
| <input type="checkbox"/> Business Office Consulting | <input type="checkbox"/> Handicap Transportation | <input type="checkbox"/> Paper Shredding |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Health Care Information | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Carpeting | <input type="checkbox"/> Health Care Planning | <input type="checkbox"/> Physician Billing Services |
| <input type="checkbox"/> Cellular Phone Services | <input type="checkbox"/> Health Care Products | <input type="checkbox"/> Physician Recruitment |
| <input type="checkbox"/> Charting Supplies | <input type="checkbox"/> Health Imaging Products | <input type="checkbox"/> Professional Janitorial Services |
| <input type="checkbox"/> Communication Systems | <input type="checkbox"/> Health Information Management
(Medical Records) Staffing | <input type="checkbox"/> Promotional Products |
| <input type="checkbox"/> Computer Hardware & Software | <input type="checkbox"/> Hospitals/Medical Services | <input type="checkbox"/> Property Management |
| <input type="checkbox"/> Computer Staffing | <input type="checkbox"/> Hospitals/Medical Centers | <input type="checkbox"/> Records, Information & Materials
Storage |
| <input type="checkbox"/> Computer Training | <input type="checkbox"/> Hotels | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Computer-based Patient Record
Solutions | <input type="checkbox"/> HR Payroll Software | <input type="checkbox"/> Regulatory Compliance |
| <input type="checkbox"/> Courier Services | <input type="checkbox"/> Information Systems | <input type="checkbox"/> Relocation Services |
| <input type="checkbox"/> Cruise Ships | <input type="checkbox"/> Insurance/Bonding | <input type="checkbox"/> Resorts |
| <input type="checkbox"/> Conferences | <input type="checkbox"/> Interior Design | <input type="checkbox"/> Retirement Centers |
| <input type="checkbox"/> Dairy Councils | <input type="checkbox"/> Internet Solutions | <input type="checkbox"/> Scheduling Software |
| <input type="checkbox"/> Denturist Supplies | <input type="checkbox"/> Investment Banking | <input type="checkbox"/> Seating Systems |
| <input type="checkbox"/> Document Shredding Services | <input type="checkbox"/> Janitorial Services | <input type="checkbox"/> Security & Surveillance Systems |
| <input type="checkbox"/> Dumbowaiters - Commercial &
Residential | <input type="checkbox"/> Laundry Equipment | <input type="checkbox"/> Software Solutions |
| <input type="checkbox"/> Education | <input type="checkbox"/> Laundry Services | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Educational Material for Board Exam
Preparation | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Synthetic Medical Gloves |
| <input type="checkbox"/> Elevator Services | <input type="checkbox"/> Liability Insurance | <input type="checkbox"/> Telephone Answering Services |
| <input type="checkbox"/> Emergency Medicine & Urgent Care
Physicians | <input type="checkbox"/> Long-Term Care Consultants | <input type="checkbox"/> Transcription |
| <input type="checkbox"/> Employment Opportunities | <input type="checkbox"/> Management Consultants | <input type="checkbox"/> Wheelchair Lifts & Equipment |
| <input type="checkbox"/> Engineering Consultants | <input type="checkbox"/> Medical Billing | <input type="checkbox"/> X-ray Accessories |
| <input type="checkbox"/> Equipment & Software Leasing | <input type="checkbox"/> Medical Centers/Specialty Physicians | <input type="checkbox"/> X-ray Supplies & Services |
| | <input type="checkbox"/> Medical Collections | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Medical Equipment Repair | |



One free listing with any size ad. Additional listings at \$20.00 each. No limit. Please list new categories on this sheet.

Additional Index Categories X \$20.00 = \$ _____

Initial: _____ Date: _____