



**MINNESOTA FAMILY PHYSICIAN**

The Official Publication of the Minnesota Academy of Family Physicians



## WHO ARE WE?

The Minnesota Academy of Family Physicians (MAFP) is the **largest physician specialty organization in Minnesota** and the state chapter of the American Academy of Family Physicians.

We are dedicated to promoting the specialty of family medicine in Minnesota and supporting family physicians as they provide high-quality, comprehensive and continuous medical care for patients of all ages.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY MAFP?

- ➔ MAFP supports more than **3,100 family physicians, resident physicians and medical students** throughout Minnesota.
- ➔ The *MFP* is delivered to every member and is one of the MAFP's most valued member benefits.
- ➔ **Nearly half** of MAFP members **practice in Greater Minnesota.**

## WHY INNOVATIVE?

[CLICK HERE](#) to find out

## NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Position*	N/A	\$1,940
Full Page	\$2,090	\$1,735
1/2 Page	\$1,735	\$1,325
1/3 Page	\$1,325	\$1,120
1/6 page	\$970	\$815
Digital Edition Advertising	1x	4x
Interstitial Ad	\$900	\$900
Landing Page	\$900	\$900

[CLICK HERE FOR AD EXAMPLES](#)

\* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

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

## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 10 Issue 1	12/5/25	February 2026
Volume 10 Issue 2	2/27/26	April 2026
Volume 10 Issue 3	5/29/26	July 2026
Volume 10 Issue 4	9/4/26	October 2026

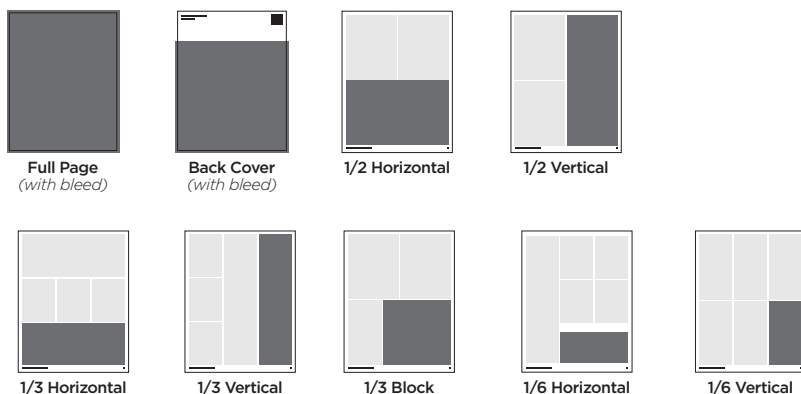
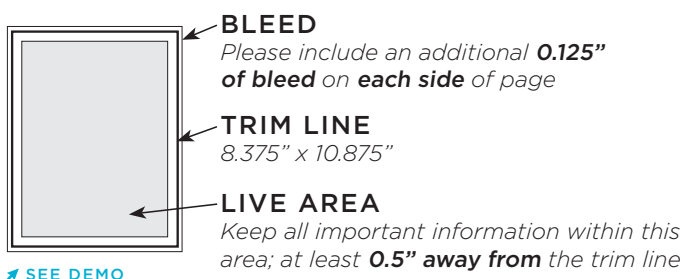
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Horizontal	7.875" x 3.25"
1/3 Page Vertical	2.5" x 10"
1/3 Block	3.875" x 4.937"
1/6 Page Horizontal	5.187" x 2.375"
1/6 Page Vertical	2.5" x 3.25"

Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels

\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



## 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.
- To make a payment online, go to our website and select "Pay Invoice."