

THIS WEEK IN FAMILY PRACTICE

REACH 5,000

PHYSICIAN ASSISTANT PROFESSIONALS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

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A

**PRODUCT SHOWCASES**

**A bright future for physician assistants**  
**Minneapolis Star Tribune** Share   
 The changing health care landscape will likely increase demand for physician assistants, who examine patients and prescribe medication under the supervision of a physician. PAs may earn more than \$75,000 a year. [MORE](#)

B

**House Republicans launch healthcare law push**  
**Reuters** Share   
 Republicans in the U.S. House of Representatives recently launched a plan to replace President Barack Obama's healthcare overhaul "branch by branch" with measures they say would bring down soaring costs. [MORE](#)

**Physician assistants try to gain leverage with legislators**  
**The Lund Report** Share   
 The Oregon Society of Physician Assistants has prepared legislation to change the licensure process by placing more responsibility in the hands of the PA's supervising physician and less on the judgment of the Oregon Medical Board. While the OSOA and physicians claim it's essential for PAs to work at their full capacity, the Board fears for patient safety if its power to judge a PA's qualifications is diminished. [MORE](#)

C

**Sanofi Pasteur**  
 Gaining a better understanding of the immune system is the first step towards speeding up the development of a new generation of vaccines and biological medicines to help save lives. VaxDesign - a biotech firm bought out by sanofi pasteur in 2010 - has developed a unique technology which simulates the human immune response in vitro. [MORE](#)

**Expedia MediaSolutions**  
 Reach the world's largest travel audience. Expedia MediaSolutions provides unparalleled access to an active audience of online travel consumers.

**FDA plans modest changes to medical device system**  
**The Associated Press via USA TODAY** Share   
 The Food and Drug Administration is laying out plans to update the 35-year-old system used to approve most medical devices, which has been subject to increasing criticism by public safety advocates. The agency announced a series of changes it plans to make this year, including streamlining the review process for some low-risk devices. [MORE](#)

**Evolving primary care**  
**The Boston Globe** Share   
 The internal medicine practice at Massachusetts General Hospital lends its facilities to Harvard Medical School's new student-faculty collaborative practice — the Crimson Care Collaborative (CCC). Medical schools across the country have similar student-run clinics, some decades old. More than a chance to play doctor, the clinic is a hands-on lesson in practicing primary care, the sort that forms the cornerstone of the "accountable care organizations" or "patient-centered medical homes" encouraged by the federal health overhaul law. [MORE](#)

E

**ONC: 4 in 5 hospitals will claim EHR incentives**  
**HealthLeaders Media** Share   
 Four-fifths of the nation's hospitals and 41 percent of office-based physicians plan to cash in on as much as \$27 billion in federal incentives for adoption and meaningful use of electronic health records technology, according to survey data from the Office of the National Coordinator for Health Information Technology (ONC). The survey information was released on the first day of the registration period for the Medicare and Medicaid EHR Incentive Programs. [MORE](#)

**Researchers tap new technology to track medication compliance**  
**HealthBeat** Share   
 Scientists are developing new technology capable of tracking medication once it has been ingested, the Los Angeles Times reports. By using new technology, next-generation pills aim to help patients adhere to their medication regimen and address issues with patient adherence to physician instructions. The new technology is aimed at benefiting patients with chronic or complex ailments where forgetting to take medication properly can carry adverse health effects. [MORE](#)

**PRODUCT SHOWCASES**

**Together Rx Access Card**

Thousands of eligible hardworking people with no prescription drug coverage are now saving on the medicines they need with the Together Rx Access® Card. It's free to get, free to use! Apply Today!

**Starbucks Coffee Company**

More info

It's the same rich and creamy Caramel Macchiato taste you expect, with fewer calories. Did you know? Macchiato is an Italian word meaning "marked." So a latte macchiato is steamed milk marked with a little espresso, while a caffè macchiato is espresso marked with a little milk. [More info](#)

**GNC Super Sale**

Buy One Get One 50 percent off at GNC fish oil, CQQ-10, Probiotics, plus items from Nature's Way®, Traditional Medicinals® and Corelab™.

D

F

AFPPA Weekly NewsBrief  
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 Ashley Whipple, Content Editor, 469.420.2611. Contribute news  
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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

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# AD RATES & SPECS

Prices are for participation in 13 emails to the 5,000 physician assistant professionals (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper/Half Skyscraper  
**\$2000/ \$1750**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad  
**\$1500**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$500**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

# CONTACT US

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# THIS WEEK IN FAMILY PRACTICE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PHYSICIAN ASSISTANTS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of physician assistants and nurse practitioners, representing all 50 states and practicing in both rural and urban settings, This Week in Family Practice keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

THIS WEEK IN FAMILY PRACTICE  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN THIS WEEK IN FAMILY PRACTICE:



## CREDIBLE SOURCE

For over 35 years, our members have turned to the association as the informational authority of the industry. Advertising in This Week in Family Practice solidifies your place among weekly information provided to AFPPA members.



## TARGETED DISTRIBUTION

Advertising in This Week in Family Practice allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to This Week in Family Practice have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, This Week in Family Practice ensures your ad will be seen every week by our 5,000 subscribers.



## AFFORDABLE

Advertising in This Week in Family Practice is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of This Week in Family Practice has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in This Week in Family Practice.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.