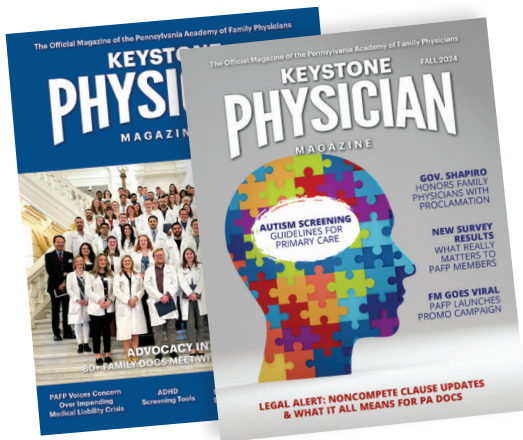


# KEYSTONE PHYSICIAN MAGAZINE



PENNSYLVANIA ACADEMY OF  
FAMILY PHYSICIANS

**Keystone Physician**, the official publication of the Pennsylvania Academy of Physicians. As a significant communication resource for public relations, legislative, and membership information.

- 95% of family physicians are members of the AFP
- Mailed and emailed to 6,500+ family physicians, residents, and students throughout the state.
- A digital archive published on the Academy's website provides additional readership opportunities.

## WHY ADVERTISE HERE?

Journal publications are highly regarded as a credible and reliable source of information by family physicians. They offer valuable resources for products and services that are relevant to their practice and the effective operation of their offices. These publications accurately reach the decision-makers you need to connect with and demonstrate your support for the professional association.

**Distinguish yourself in this competitive market!**

**Publishing  
PCI Concepts, Inc.**

ESTABLISHED 1992

For advertising information, contact:  
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## 2026 RATE CARD

### ADVERTISING RATES

Print Ad Units	1x	4x (per issue)	Dimensions
Back Cover	\$2,150	\$1,850	8.625" W x 8.875" H
IFC or IBC	1,950	1,650	8.625" W x 11" H
Full Page	1,750	1,450	8.625" W x 11" H
2/3 Page	1,550	1,250	5.125" W x 10" H
1/2 Vertical	1,450	1,150	5.125" W x 7.5" H
1/2 Horizontal	1,350	1,050	7.875" W x 4.875" H
1/3 Vertical	1,150	850	2.5" W x 10" H
1/3 Block	1,150	850	5.125" W x 4.875" H
1/6 Horizontal	850	550	5.125" W x 2.375" H
1/6 Vertical	850	550	2.5" W x 4.875" H

**Bleed:** 1/8" all sides • **Trim Size:** 8.375" x 10.75" • **Live Area:** 1/4" all sides  
2-page features and advertorials are available upon request.

Digital Ad Unit	1x	4x (per issue)	Dimensions
Presentation Front	\$1,250	\$1,000	603 x 783 pixels
Transitional	1,000	850	603 x 783 pixels
Presentation Back	850	700	603 x 783 pixels

Discounted digital and print packages available.

Premium digital ad options available with purchase of print ad unit.

### PUBLICATION DATES

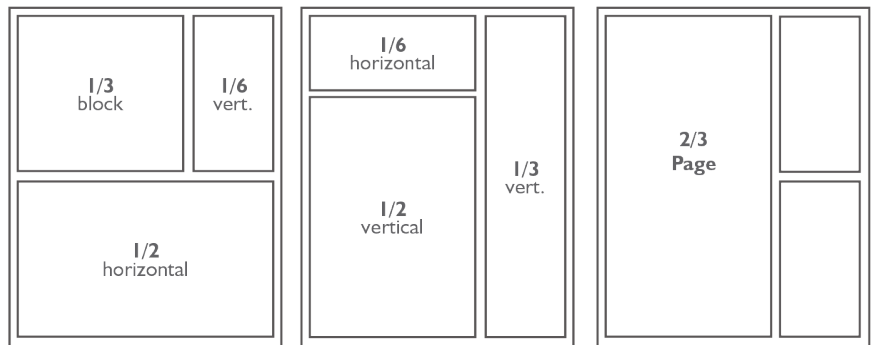
Ad Due Date	Issue
January 13	January
April 13	April
July 15	July
October 14	October

### SPECIFICATIONS:

**Print:** We prefer ad submissions as high-resolution PDFs. All color CMYK, including nested or embedded elements, with all photos 300 DPI at the size they are used, and all fonts embedded in the PDF.

**Digital:** Ads must be at least 72 dpi, sized to the pixel dimensions, saved as either GIF or JPG format, using RGB color. Videos require MP4, F4V or FLV video format, 300 kb/s to 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

Submit ad files to your sales rep. Complimentary design services available.





**27 Official Journals of the State Academies of Family Physicians!**

All publications are printed and mailed and complimented with an online version.

**REACH OVER 97% of ALL Family Physicians in these states!**

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**Indiana**  
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**Kentucky**  
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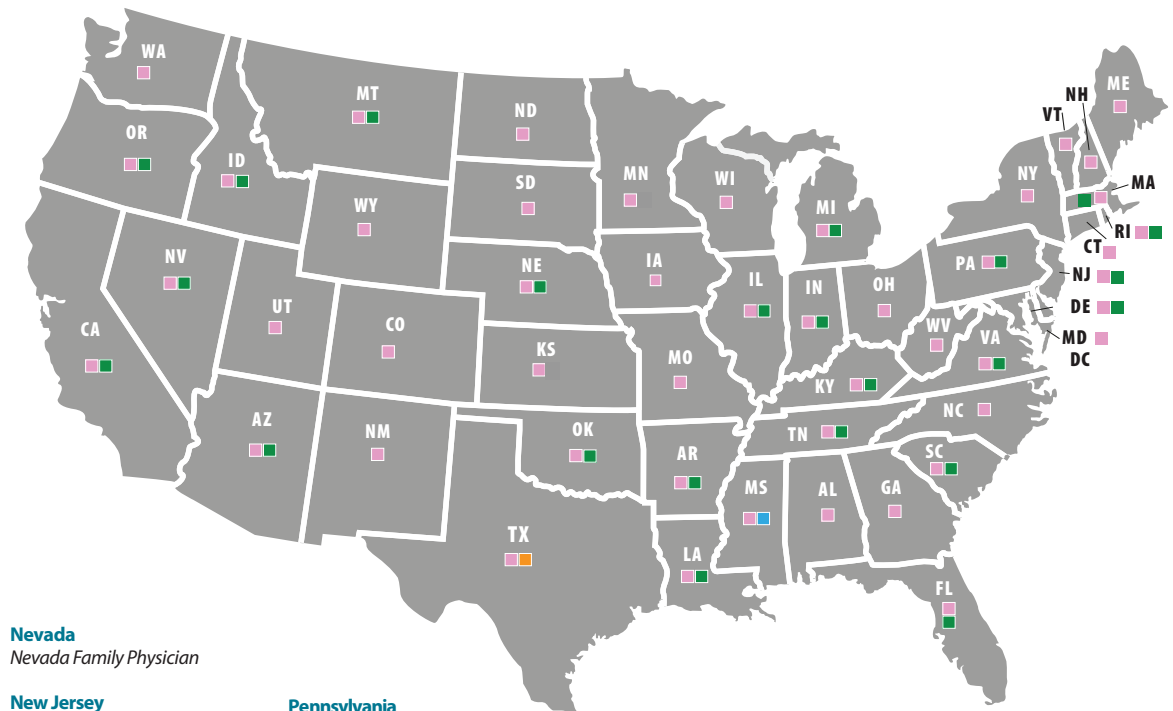
**Louisiana**  
Louisiana Family Doctor

**Massachusetts**  
Michigan Family Physician

**Michigan**  
Michigan Family Physician

**Montana**  
Montana Family Physician

**Nebraska**  
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**USAFP**  
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**Virginia**  
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**Washington**  
Washington Family Physician



**USAFP - The Uniformed Family Physician - Journal of the Uniformed Services Academy of Family Physicians** is addressed and mailed to over 95% of all uniformed family physicians from all branches of the armed forces throughout the United States and abroad.

**Texas - Texas DO - Texas Osteopathic Association**

**Mississippi - Mississippi Hospitals** is the association's official journal and is distributed to every hospital and department throughout the state serving as a main source of communication for all key staff involved in making decisions on purchases of products and services



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