



Call to Reserve Your Ad Space Today!

The *Positions and Opportunities Book (P&O Book)* is STFM's quarterly recruitment guide showcasing career opportunities for family medicine educators and researchers. Include your recruitment ad for residency faculty, department faculty, chair, chief/dean, program director or fellowship in this key resource.

The *May issue of The P&O Book* is printed and distributed at the 2019 STFM Annual Conference and via the STFM *Messenger* e-newsletter. The *February, August and November issues of The P&O Book* are distributed via email to all STFM members and STFM's Annual 2019 Conference non-member registrants.

Include your advertisement in other STFM recruitment resources to receive package discounts and maximum reach to this targeted audience of primary care educators.

Package Options	Premium Package	Deluxe Package	Regular Package
P&O Book Ad	✓	✓	✓
Family Medicine Ad	✓	✓	
Annals of Family Medicine Ad	✓		

Package Rates	Premium Package	Deluxe Package	Regular Package
Word Ads/Cost Per Word	\$8.27	\$7.06	\$3.52
1/4 Page (3 3/8" W x 4 1/2" H)	\$1,373	\$1,171	\$584
1/2 Page (7" W x 4 1/2" H) or (3 3/8" W x 9 1/8" H)	\$2,153	\$1,837	\$916
Full Page (7" W x 9 1/8" H)	\$2,955	\$2,521	\$1,257

Note: All print advertising rates are inclusive of each publication included in the referenced package. There is a 20-word minimum for word ads. Rates are for B&W advertising. Four color advertising is available for ads 1/4 page and larger. Add 25% to B&W ad cost.

Print and Online Combo Buy

Include FamilyMedicineCareers.com in your advertising plan!

- Advertise in any three STFM print products and receive 25% off online advertising on Family Medicine Careers.
- Advertise in any five STFM print products and receive 35% off online advertising on Family Medicine Careers.

Issues	Type	Closing Dates
2/1/19	Digital	1/18/19
5/1/19	Print	3/18/19
8/1/19	Digital	7/19/19
11/1/19	Digital	10/18/19