



FamilyDoctor.org Updates

Sponsor content on our patient-facing site, FamilyDoctor.org.

Summary:

FamilyDoctor.org is a patient-facing resource that presents family physician-reviewed, timely content in terms patients understand. Patients turn to FamilyDoctor.org for trustworthy information on their health, and family physicians utilize articles from FamilyDoctor.org when they need trusted information for their patients.

Content updates and additions may include expansion of current topics, addition of graphics and tools and notation of the sponsor's support of article content, updates and additions. Articles and content are subject to AAFP FamilyDoctor.org medical review and final approval.

Opportunity 1: Sponsored Content on FamilyDoctor.org

Sponsor will provide a video, white paper, infographic or other resource for inclusion on up to three relevant pages of FamilyDoctor.org. This content will appear for 90 days in a box clearly labeled as sponsored content. The content may appear in a box within an article or in a sidebar, depending on availability, page format and content type. Content is reviewed and approved by the AAFP but not edited or modified. The AAFP will host the content on FamilyDoctor.org for the 90-day period.

Sponsorship Benefits

- Sponsor provides content and retains control of the messaging
- 30-day feature on FamilyDoctor.org home page
- Placement on up to three relevant FamilyDoctor.org pages

Cost: \$15,000

Opportunity 2: Collaborative Content on FamilyDoctor.org

AAFP will produce content for FamilyDoctor.org according to the sponsor's area of interest. Content updates and additions may include expansion of current topics, addition of graphics and tools, and notation of the sponsor's support of article content, updates and additions.

Sponsorship Benefits

- Content promotion in Family Medicine Today, a daily newsletter reaching approximately 60,000 family physicians each day
- Mention of the sponsor on the FamilyDoctor.org webpage where the article exists
- Article promotion on FamilyDoctor.org social media channels
- May also include:
 - A 60-day highlight on the clinical or practice page of the AAFP website that most closely connects to the content of the article
 - Feature on the FamilyDoctor.org home page for 30 days

Cost: Pricing starts at \$20,000

