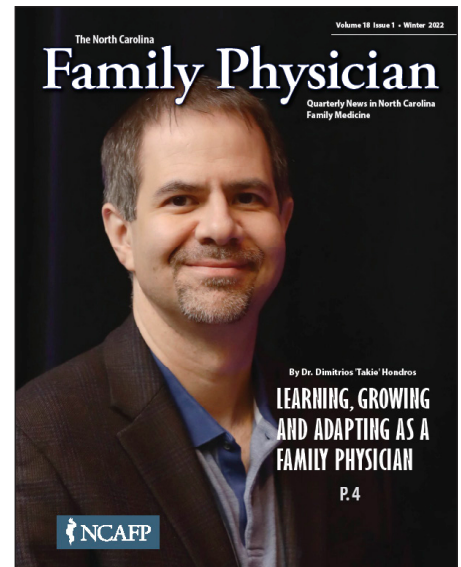


The North Carolina
Family Physician
 Quarterly News in North Carolina
 Family Medicine



2023 Display & Classified Advertising Rates

Published four times annually, the NC Family Physician highlights important issues and news related to family medicine and primary care in North Carolina. The publication is directly mailed in hard copy format to over 4,000 NCAFP members and contacts, and also made available online.

Pricing reflects 4-color reproduction. For assistance and questions, contact Peter Graber at pgrab@ncafp.com.

	1 Time	2 Times	3 Times	4 Times
Back Cover	1,163.00	2,210.00	3,140.00	3,954.00
Inside Covers	1,107.00	2,103.00	2,989.00	3,764.00
Full Page	932.00	1,771.00	2,516.00	3,169.00
Half Page.....	644.00	1,224.00	1,739.00	2,190.00
Third of a Page.....	350.00	665.00	945.00	1,190.00

Classified Advertisements:\$135.00 for the first 75 words. \$2/per word for each additional.

Mechanical Specifications
 (Add 1/8" for all bleeds)

Final Trim Size	8.50 x 11.00
Copy Area	8.25 x 10.75
Full Page (no Bleed)	8.00 x 10.50
Full Page (w/Bleed)	8.75 x 11.25
One Half Page (vertical)	4.15 x 7.25
One Half Page (horizontal)	8.50 x 5.25
One Third Page (vertical)	2.75 x 11.00
One Third (horizontal)	2.75 x 8.50

Digital Specifications

- Press-ready PDF preferred / Adobe InDesign CS5.
- CMYK only, no spot colors.
- PDF files generated using Adobe Acrobat Distiller are acceptable. All images must be CMYK at 300dpi, and all fonts must be embedded.
- No RGB, LAB, or INDEX color elements or lossy JPEG compression. The use of JPEG files will result in an undesirable reproduction.
- A color proof may accompany ad. We recommend SWOP-certified proofs, but this is optional.
- We cannot assume color responsibility for digital ads supplied without a color proof. Color critical placements are discouraged.
- Ads can be provided on CD-Rom or via digital transmission to pgrab@ncafp.com.

2022 Advertising Deadlines

Issue Date	Due Date
Jan-March	Jan. 24, 2022
April-June	April 17, 2022
July-September	July 17, 2022
October-December	October 16, 2022



N.C. Academy of Family Physicians, Inc.
 2501 Blue Ridge Road, Suite 120
 Raleigh, NC 27607

Telephone: 919/833-2110
 Facsimile: 919/833-1801
 Online: <http://www.ncafp.com>

2023 Advertising Placement Rates

NCAFPNotes is distributed via direct email to all NCAFP members who have their email addresses on file. Our list currently includes over 3,800 members.

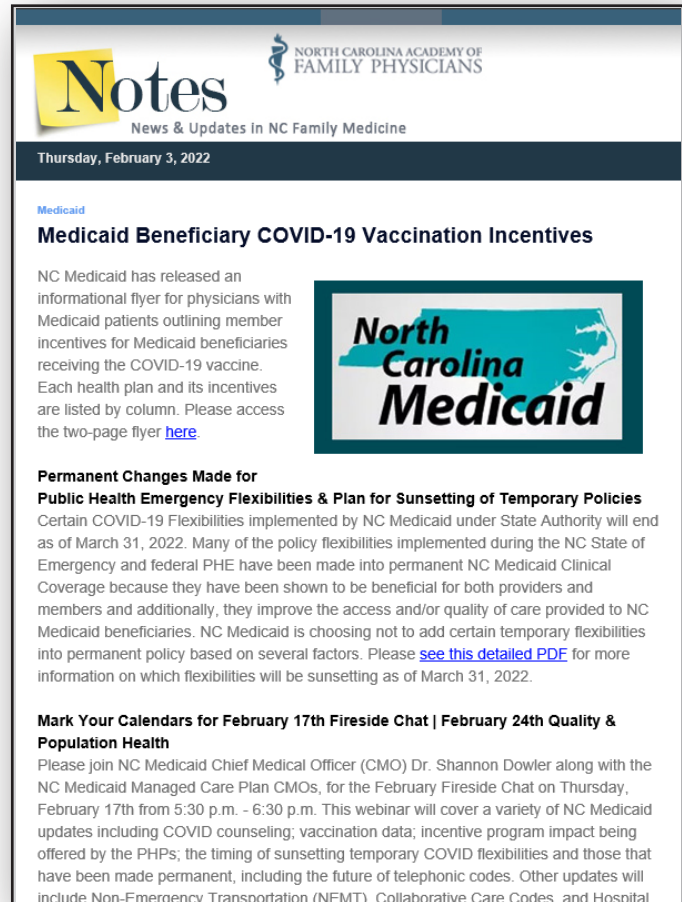
Message metrics, including message opens and click-throughs, are available to advertisers.

NCAFPNotes averages an approximate 22-35% open rate.

Rate discounts are available for multiple insertions (5% for 2 insertions, 15% for 4 insertions and 20% for 6 insertions). Both classified and banner advertisements are accepted.

For assistance, contact Peter Graber, Communications Services at pgraber@ncfap.com.

Ad placements are shown at right in yellow. Classifieds appear just before footer area.




Notes
News & Updates in NC Family Medicine

Thursday, February 3, 2022

Medicaid

Medicaid Beneficiary COVID-19 Vaccination Incentives

NC Medicaid has released an informational flyer for physicians with Medicaid patients outlining member incentives for Medicaid beneficiaries receiving the COVID-19 vaccine. Each health plan and its incentives are listed by column. Please access the two-page flyer [here](#).



Permanent Changes Made for Public Health Emergency Flexibilities & Plan for Sunsetting of Temporary Policies

Certain COVID-19 Flexibilities implemented by NC Medicaid under State Authority will end as of March 31, 2022. Many of the policy flexibilities implemented during the NC State of Emergency and federal PHE have been made into permanent NC Medicaid Clinical Coverage because they have been shown to be beneficial for both providers and members and additionally, they improve the access and/or quality of care provided to NC Medicaid beneficiaries. NC Medicaid is choosing not to add certain temporary flexibilities into permanent policy based on several factors. Please [see this detailed PDF](#) for more information on which flexibilities will be sunsetting as of March 31, 2022.

Mark Your Calendars for February 17th Fireside Chat | February 24th Quality & Population Health

Please join NC Medicaid Chief Medical Officer (CMO) Dr. Shannon Dowler along with the NC Medicaid Managed Care Plan CMOs, for the February Fireside Chat on Thursday, February 17th from 5:30 p.m. - 6:30 p.m. This webinar will cover a variety of NC Medicaid updates including COVID counseling; vaccination data; incentive program impact being offered by the PHPs; the timing of sunsetting temporary COVID flexibilities and those that have been made permanent, including the future of telephonic codes. Other updates will include Non-Emergency Transportation (NEMT), Collaborative Care Codes, and Hospital

Advertisement Type	Ad Size (pixels)	Price
Top Banner.....	595 x 110	\$158
Bottom Banner	595 x 110	\$131
Classified Advertisements	\$65.00forthe first45words.\$1/wordpereachadditionalword.	

- Pricing does not include design fees.
- Rich media and/or animated artwork can be submitted.
- Advertisements are encouraged to link to external web addresses.
- Submitted artwork should be in .jpg, .swf, .gif or .png format.
- Classified advertisements may not contain any graphics or images.
- Artwork submission is by simple direct email to: pgraber@ncfap.com