



PHYSICIAN
HEALTH AND
WELL-BEING
CONFERENCE
May 6 – May 8, 2024

CareerLink

Recruitment Guide



SHOWCASE YOUR FAMILY MEDICINE OPPORTUNITIES TO TOP PHYSICIANS!

The Spring 2024 AAFP CareerLink Recruitment Guide is a print and fully interactive digital booklet that will be released at the start of AAFP's 2024 Physician Health & Well-being Conference on May 8. The Guide will feature full-page advertisements from top hospitals and practices seeking to fill open positions with skilled new or experienced family physicians.

RECRUITMENT PACKAGES:

Enhanced - \$1,500

- Full-page ad in the print and digital versions of the guide
- Three 60-day job postings along with a Job Flash and 60-day CV database access on AAFP CareerLink

Standard - \$1,000

- Full-page ad in the print and digital versions of the guide

PROMOTION CHANNELS:

It will be...

- Displayed and handed out at the CareerLink booth during 2024 Physician Health & Well-being Conference
- Linked on AAFP CareerLink for 30 days after the conference
- Highlighted at the top of the AAFP CareerLink Job Flash™ email in May and June
- Posted on AAFP's social media channels
- Included in AAFP's member newsletters, ChexMix and Family Medicine Today, after the conference
- Featured on AAFP's peer-reviewed journals, AFP and FPM, for 30 days after the conference
- Sent directly to AAFP members and CareerLink job seekers through a dedicated email blast

ADD ONS:

- Customized ad creation **\$175**
- Color upgrade in print version **\$500**
- Embedded video in digital version **\$500**

AD INFORMATION:

Specifications

- 5 inches wide by 7.75 inches tall
- PDF files with no bleed
- Embedded videos must be links to YouTube, Vimeo or a URL ending in ".mp4"

Submission Deadline

- All ads must be submitted by April 22

Secure Your Spot Today!

Please contact Jennifer Selvidio at 727-497-6565 ex. 3336 or by email at jennifer.selvidio@communitybrands.com for more information.