



PHYSICIAN
HEALTH AND
WELL-BEING
CONFERENCE
April 25 – April 28, 2023



CareerLink

Recruitment Guide

SHOWCASE YOUR FAMILY MEDICINE OPPORTUNITIES TO TOP PHYSICIANS!

The Spring 2023 AAFP CareerLink Recruitment Guide is a print and fully interactive digital booklet that will be released at the start of AAFP's 2023 Physician Health & Well-being Conference. The Guide features full-page advertisements from the nation's top hospitals and practices seeking to fill open positions with skilled new or experienced physicians.

CHOOSE FROM THE FOLLOWING PACKAGES:

Enhanced - \$1,500

- Full-page black & white ad in the print version and full-page color ad in the digital version 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 black & white ad in the print version and full-page color ad in the digital version of the Guide

CareerLink job postings must be used within 30 days after the Recruitment Guide is released

HOW WILL YOUR AD AND THE GUIDE BE SEEN?

It will be...

- Displayed and handed out at the CareerLink booth during 2023 Physician Health & Well-being Conference
- Featured 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
- Promoted 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

ADDITIONAL INFORMATION:

Submission Deadline

All ads must be submitted by April 11, 2023 at 4:00 PM ET.

Specifications

- Size recommendation for ads is 5 inches wide by 7.75 inches tall for an optimal viewing experience
- All ads should be submitted as PDF files in color with no bleed. We will convert ads to black & white for the print version only if a color upgrade was not purchased
- All links for embedded videos must be links to YouTube, Vimeo, or a URL ending in ".mp4"

Add Ons

- | | |
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| • Decrease the legwork on your end and let us create the ad for you | \$175 |
| • Upgrade your ad to color in the print version of the Guide | \$500 |
| • Add an embedded video on its own page after your ad in the digital version of the Guide | \$500 |

Secure Your Spot Today!

Please contact Jim Cook at 727-497-6552 or by email at jim.cook@communitybrands.com for more information.