

# AFP OUTSERTS

## Package your promotional literature with primary care's best-read journal.

Placing an outsert with *American Family Physician (AFP)* gives you prominent exposure to primary care physicians and positions your message with the credible, authoritative, and "best read journal in the primary care market."<sup>\*</sup>

### Benefits to Sponsor

- **Premiere exposure:** Your outsert mails in a polybag together with the journal.
- **Exclusivity:** If placing a full-run outsert, only one outsert per issue is accepted.
- **Unique formats allowed:** Because your outsert does not interfere with the physical environment of the journal itself, some variation from standard folding and format, which is not acceptable for inserts, may be allowed upon prior approval and at the discretion of the publisher. (For example, bound-in BRCs are generally acceptable.)
- **Advertorial content allowed:** Advertorials may be acceptable upon prior approval and at the discretion of the publisher. Call your *AFP* sales representative for policies regarding advertorials.
- **More discounts apply:** Outsert pages count toward *AFP's* Corporate Rewards, Corporate Rewards Plus, PI (Prescribing Information) Page, and Family Buy programs. Continuity Rewards and the 2/15 Plan do not apply.

Weight limit is 3.3 oz. (which is the maximum weight allowed by the USPS). Maximum trim size is 7-3/4" x 10-1/2" and minimum is 5" x 6".

### Contact the *AFP/FPM* sales team for pricing.

Samples may be required to provide accurate pricing. Outsert accepted only after prior approval and at the discretion of the publisher. A special charge may be made for handling.

### Outsert Shipping

Each outsert carton should be marked for *AFP* journal, with date of issue, Quad/Graphics job number, name of advertiser, product, and quantity. To view requirements, visit [www.qg.com/shippingspecs.pdf](http://www.qg.com/shippingspecs.pdf). Insert shipments not meeting requirements are subject to additional charges. For Quad/Graphics job number or additional information, contact Production Department at [btaylor@aafp.org](mailto:btaylor@aafp.org) or (913) 906-6000, ext. 5141.

Ship prepaid. C.O.D. not accepted.

#### Send Outserts to:

Quad/Graphics  
Att: Receiving  
N61 W2300 Harry's Way  
Sussex, WI 53089

### Contact the *AFP/FPM* Advertising Sales Team for pricing and additional information at (201) 288-4440 or [AAFP\\_NJ@aafp.org](mailto:AAFP_NJ@aafp.org).

<sup>\*</sup>Source: Kantar Media, Medical/Surgical Readership Study, June, 2016

