

AFP Outserts

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

Placing an outsert in *American Family Physician* not only gives you prominent exposure to primary care physicians, but also positions your message with the credible, authoritative and "best read journal in the PC healthcare market."^{*}

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.
- **2x's the earnings:** Outsert pages count as DOUBLE the units toward earned frequency and all applicable discounts.
- **More discounts apply:** Outsert pages count toward *AFP's* Corporate Rewards, Corporate Rewards Plus, PI Page Discount and Family Buy discount programs. Continuity Rewards and the 2/15 Plan do not apply.
- **Pages rounded up:** Pages smaller than maximum trim size may count as full pages. Please send a sample for exact pricing.



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".

2011 Costs

	Full run circulation 176,000	Split-run to full circulation 176,000	51-75% of circulation 132,000	50% or less of circulation 88,000
2-page	\$110,490	\$112,635	\$90,905	\$71,755
4-page	130,775	135,375	108,220	84,110
6-page	150,805	157,825	127,195	99,290
8-page	171,100	180,575	138,935	113,145

For other sizes, including non-standard and multi-media, please call for a rate quote. 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.

Call the *AFP/FPM* Advertising Sales Team at 201-288-4440 for pricing and additional information.

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