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 (Prescribing Informatiom) Page and Family Buy 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".

Costs

	Full run circulation *177,000*	Split-run to full circulation *177,000*	51-75% of circulation *132,750*	50% or less of circulation *< 88,500*
2-page	$112,265	$114,075	$92,625	*Contact your AFP/FPM sales team for pricing.*
4-page	133,790	138,205	111,005	
6-page	155,040	162,025	131,135	
8-page	176,575	186,165	143,595	

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.

Contact the *AFP/FPM* Advertising Sales Team for pricing and additional information at 201-288-4440 or AAFP_NJ@aafp.org.

*© Kantar Media, Medical/Surgical Study, December 2011

AMERICAN ACADEMY OF FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

American Family Physician®

AFP-O-0828v5