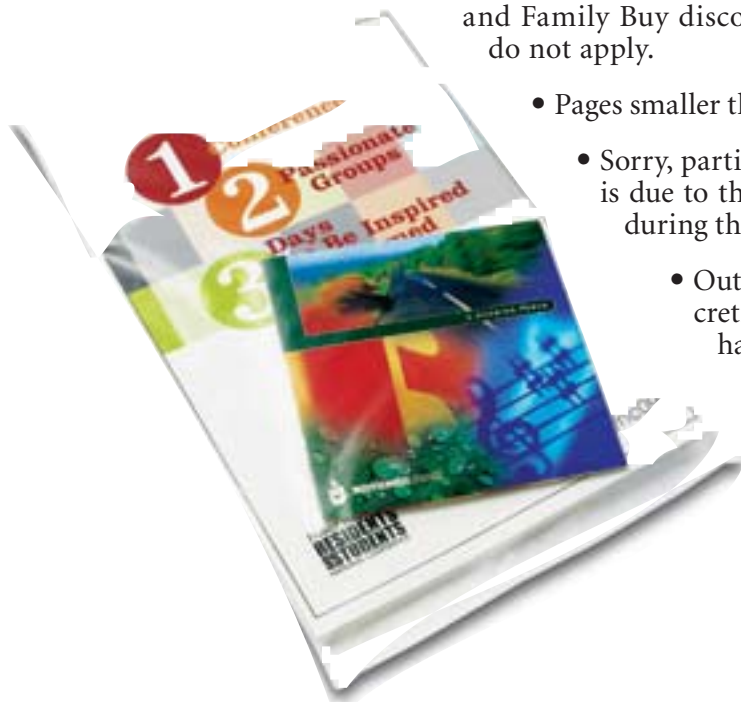


Outserts in *AFP*

American Family Physician is pleased to offer advertising outserts. The following summarizes this exciting opportunity:

- Outsert mails in a polybag together with the journal.
- Only one outsert accepted per issue; ***this is an exclusive opportunity.***
- Because outserts do 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 for outserts upon prior approval and at the discretion of the publisher. (For example, bound-in BRCs are generally acceptable for outserts.)
- Advertorials may be acceptable as outserts upon prior approval and at the discretion of the publisher. Call your *AFP* sales representative for policies regarding advertorials.
- Literature of up to 24 pages accepted as outserts.
- Weight limit: 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".
- **Outsert pages count as DOUBLE the units toward earned frequency and all applicable discounts.**
 - Outserts count toward *AFP's* Corporate Rewards, Corporate Rewards Plus and Family Buy discount programs. Continuity Rewards and the 2/15 Plan do not apply.
 - Pages smaller than maximum trim size count as full pages.
 - Sorry, partial (split/matched) runs are not possible for outserts. This is due to the customization of each copy of the journal that occurs during the binding process.
 - 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 for additional information at 201-288-4440.