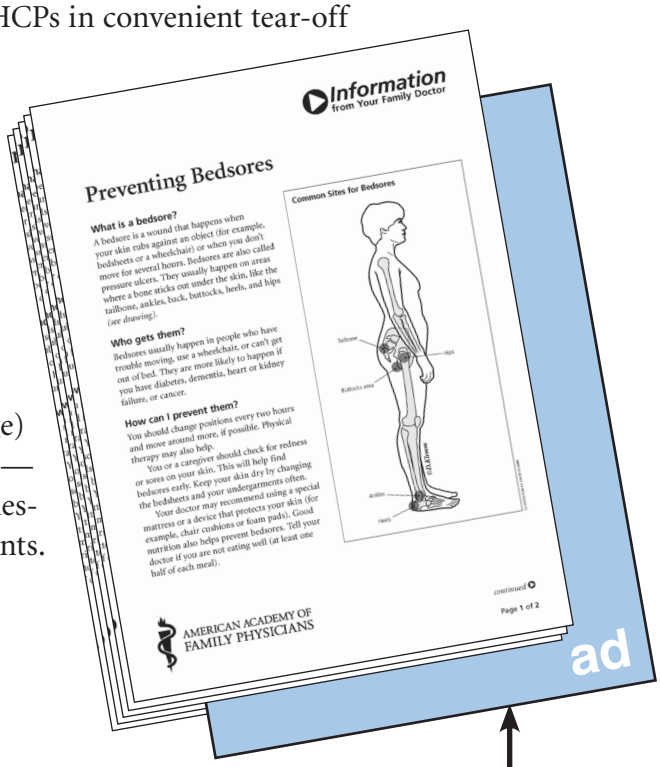
AFP Patient Education Pads

Replace some of the in-office presence lost to new guidelines with a compliant, authoritative resource that you can sponsor and doctors will use.

For 17 years, patient handouts published in *AFP* have been an essential resource for doctors in educating patients on a variety of important health-related subjects. Now, you can bring this vital information to physicians and HCPs in convenient tear-off pads that they—and their patients—are sure to appreciate.

With a vast collection of patient education topics available, *AFP's* Patient Education Pads offer direct exposure to your product's message while providing a PhRMA-compliant tool for doctors and their patients. Deliver them to targeted healthcare professionals by detail reps, at exhibits and other important events, through special mailings, and more.



Includes your physician-directed ad interspersed throughout!

Benefits to Sponsor

Constructed as a handy tear-off tool, the 48-sheet (96-page) pad contains 42, 2-page b/w patient information handouts—interspersed with 6, 2-page 4C sponsor ads to reinforce your message to physicians as they use this tool to educate their patients. (Ads may be product, unbranded or corporate in nature.)

Costs

Includes cost for medical review and, if necessary, updating.

5,000 – 24,999 pads at $5.50 each
25,000 – 49,999 pads at $3.85
50,000 – 99,999 pads at $3.30
100,000 + pads at $3.00
(Other quantities are available upon request.)

Shipping and special bundling charges are not included in the price above.

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

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