

# American Family Physician®

## 2011 Rate Card



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### EDITORIAL

#### Average Issue Information

Number of clinical review articles per issue: 4+  
Length of articles: 7 pages

#### Editorial Department Features

*AAFP News Now*: *AFP* Edition, *BMJ's Clinical Evidence Handbook*, Close-ups, CME Quiz, Cochrane for Clinicians, Curbside Consultation, Editorials, FPIN's Clinical Inquiries, U.S. Preventive Services Task Force, Graham Center Policy One-Pagers, Inside *AFP*, Letters to the Editor, Photo Quiz, Point-of-Care Guides, Practice Guidelines, Putting Prevention into Practice, STEPS, and Tips from Other Journals.

### ADVERTISING MATERIALS

Send compact discs, repro proofs or inserts to:

#### Brown Printing Company

(for *American Family Physician*)  
2300 Brown Avenue  
PO Box 1549  
Waseca, MN 56093-0517

Each insert carton should be marked for *AFP* journal, with date of issue, name of advertiser, product and quantity.

Ship prepaid—C.O.D. not accepted.

### DIRECTORY

#### Production/Editorial Office

11400 Tomahawk Creek Parkway  
Leawood KS 66211-2680  
(800) 274-2237, (913) 906-6000, Fax (913) 906-6080

Vice President for Publications and Strategic Partnerships,

Craig Doane..... x4450

Publisher, Stephanie Hanaway..... x5161

Associate Publisher / Advertising and Marketing Director,

Linda G. Doggett..... x5157

Advertising Business Manager, Brian W. Arbuckle..... x5154

Advertising Services Specialist, Amy Swift..... x5156

Circulation Director, Cathy Donahue..... x5165

Production Director, Bret Taylor..... x5141

Advertising Coordinator, Linda Porter..... x5142

Billing Coordinator, DeAnna Polela..... x1512

#### Advertising Sales Office

500 Route 17 South  
Hasbrouck Heights, NJ 07604-3121  
(201) 288-4440, Fax (201) 288-4914

Associate Publisher/Advertising Sales Director,

Dan Gowan..... dgowan@aafp.org

Director of Advertising Sales, John Molluso..... jmolluso@aafp.org

National Account Manager, Mickey Cotter..... mcotter@aafp.org

Sales Coordinator, Karen O'Leary..... koleary@aafp.org

AMM



BPA  
WORLDWIDE



Rates and policies are subject to change. For the most current information, visit [www.aafp.org/journals/adinfo](http://www.aafp.org/journals/adinfo).

## RATES

### 1. Effective Date and Discounts

- A. Effective rate date: January 2011.
- B. Agency commission: Fifteen percent of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date.
- C. Cash discount: None.
- D. Other discounts: **See page 8.**

### 2. Earned Rates

- A. Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month period and are determined by the total number of units earned. Each ROB page and each page of an insert count as one unit. A spread counts as two units. Each fractional page, regardless of size, counts as one unit.

Frequency rate is earned in aggregate only by an individual advertiser and its divisions or subsidiaries.

Contracts are accepted at all frequency levels, subject to the published rates and conditions, and are not rate protected. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly at end of the contract year.

- B. Combination rates: Insertions in *American Family Physician (AFP)* and *Family Practice Management (FPM)* count together toward earned frequency in *AFP*.
- C. Split-run earned rates: On all split runs, each ROB page and each page of an insert count as one unit, regardless of percent of circulation selected.

### 3. Published Rates

Rates and conditions are subject to change upon notice from publisher 90 days in advance of effective date.

- A. Full run: Advertising is sold only at earned published rates. Contracts and insertion orders for units at lower rates are not accepted. See box below.
- B. Split run: **See page 7.**

### 4. Full-Run Color

See the table for charges in addition to earned black-and-white rates.

### 5. Bleed

No charge.

### FULL-RUN COLOR CHARGES

<i>Color</i>	<i>Charges per color per page or fraction</i>
Individual process color	\$1,265
Matched color	1,970
Matched color-metallic	2,410
Three- and four-color (process)	3,100
Five-color (4-color process + nonmetallic matched)	5,070
Six-color (4-color process + two nonmetallic matched)	7,040

### 6. Covers, Positions

Covers and positions are sold annually on a contract basis to individual advertisers. Premiums are charged on one page of ad unit when multiple page units are acceptable. Covers and positions in close proximity to other positions are not bound by normal product conflict guidelines. Matched colors are not available on covers.

**Note: No split runs are available on covers or in positions.**

- A. Covers:
  - Second cover: 50% space premium, ad is preferred 4-color.
  - Third cover: 10% space premium, ad is preferred 4-color.\*
  - Fourth cover: 70% space premium, ad must run 4-color.

\*There is no premium applied to the third cover if purchased in conjunction with the fourth cover.
- B. Positions: Inserts may not run in positions except as noted.
  - Opposite table of contents: 15% space premium, ad is preferred 4-color. Inserts may be accepted.
  - Following Newsletter: 10% space premium, must be consecutive 2-page unit, ad is preferred 4-color.
  - Preceding lead article: 10% space premium, must be consecutive unit of at least two pages, back-to-back. Last page of ad unit must be a left-hand. Inserts may be accepted.
  - Consecutive right-hand full or fractional pages: black-and-white rate earned plus 5%, add color charges.

### 7. Classified and Off Call

For rates, call Russell Johns Associates, LLC at 800-237-7027 or go to [www.aafp.org/journals/adinfo](http://www.aafp.org/journals/adinfo).

### FULL-RUN, RUN OF BOOK RATES

<i>Black-and-white</i>	<i>Full page</i>	<i>Two-thirds page</i>	<i>Half page</i>	<i>One-third page</i>
1-time	\$11,205	\$8,405	\$7,845	\$5,605
12-time	10,865	8,150	7,605	5,435
24-time	10,645	7,985	7,450	5,325
36-time	10,425	7,820	7,295	5,210
48-time	10,085	7,565	7,060	5,040
72-time	9,970	7,480	6,980	4,985
96-time	9,860	7,395	6,905	4,930
120-time	9,750	7,310	6,825	4,875
144-time	9,640	7,230	6,750	4,820
192-time	9,530	7,145	6,670	4,765
240-time	9,415	7,060	6,590	4,705
288-time	9,300	6,975	6,510	4,650
384-time	9,225	6,920	6,455	4,610
480-time	9,135	6,850	6,395	4,570

## INSERT INFORMATION

### 8. Availability and Acceptance

- A. Availability: Two- to 24-page inserts are available full run and are bound in between signatures. A limited number of demographic and/or geographic inserts are available.
- B. Acceptance: *AFP* follows the Association of Medical Media (AMM) guidelines. No BRCs are accepted. Instructions and stock sample must be received by Leawood office six weeks preceding issue date; delivery of inserts to printer in Waseca, Minnesota, two weeks prior to issue date.

Due to negative reader response and possible impact on the editorial environment, the publisher encourages advertisers to avoid the use of gimmicks on inserts.

Variations from standard inserts will be accepted only after prior approval and at the discretion of the publisher. A special charge may be made for handling.

Paper paste-ons may be affixed to the surface of the center area of an insert, but may not cause undue bulking or thickness.

Paper attachment, die cuts, or other effects may not extend to within two inches of any trimmed edge, cover more than 20% of the page area, or result in otherwise undesirable changes in the characteristics of the insert stock.

Gatefolds, pop-ups, short-cut inserts, perimeter die cuts, or other gimmicks primarily serving an attention-getting purpose will not be accepted.

Short fold inserts are limited to a maximum of four for each issue. Sample must be approved by Leawood office six weeks prior to issue date. Short fold inserts are accepted on a first-come, first-serve basis upon receipt of a written insertion order.

- C. Advertising outserts are available upon approval and at the discretion of the publisher. For information, call the Advertising Sales Office at 201-288-4440.

### 9. Charges

See table.

### 10. Sizes and Specifications

Paper stock must not have a micrometer reading over .004" and must not be under 60# in weight.

The publisher encourages advertisers who provide preprinted inserts to use recycled stock whenever available, affordable, and feasible, in keeping with the policies of the AAFP.

Grain of insert stock must be parallel with binding edge. Insert stock samples must be submitted to, and approved by, the production director. Inserts must meet the specifications set by the AMM.

If UV clear coating is used, eliminate it from the last page of the insert to avoid possible bindery slowdown charges.

Additional Charges: Any insert that causes a slow-down or stoppage in the bindery will incur additional charges passed along from the printer to the agency.

### 11. Trimming

Ship folded to 8" x 10 3/4". Trim size is 7 3/4" x 10 1/2". Trimming of oversize inserts will be charged at cost. Keep live matter at least 3/8" away from trim edges. Book is jogged to head; head trim is 1/8". Allow 1/8" for perfect bind.

### 12. Quantity

Full run is 190,000, which includes spoilage and 1,000 for publisher's use. Split run is list match, plus 10%, plus 1,000 for publisher's use. Quantities required are subject to change as circulation fluctuates. Please check with production department before printing inserts for a current requirement.

### 13. Shipping

For compact discs, repro proofs, or inserts (shipping must be prepaid—C.O.D. not accepted):

**Brown Printing Company**  
(for *American Family Physician*)  
2300 Brown Avenue  
PO Box 1549  
Waseca, MN 56093-0517

Each insert carton should be marked for *AFP* journal, with date of issue, name of advertiser, product and quantity. To view requirements go to [www.bpc.com](http://www.bpc.com). Insert shipments not meeting requirements are subject to additional charges. Call printer to schedule delivery at 507-835-0393.

**Note: Excess inserts are destroyed after printing of each issue.**

FULL-RUN INSERT RATES				
Inserts*	2-page	4-page	6-page	8-page
1-time	\$23,985	\$47,300	\$70,320	\$93,645
12-time	23,265	45,880	68,205	90,830
24-time	22,785	44,935	66,800	88,960
36-time	22,305	43,990	65,400	87,090
48-time	21,585	42,565	63,285	84,275
72-time	21,350	42,110	62,605	83,370
96-time	21,105	41,620	61,880	82,405
120-time	20,870	41,155	61,185	81,480
144-time	20,630	40,690	60,490	80,555
192-time	20,385	40,200	59,765	79,590
240-time	20,145	39,735	59,070	78,665
288-time	19,910	39,265	58,375	77,740
384-time	19,745	38,940	57,895	77,100
480-time	19,550	38,555	57,320	76,335

\* Any insert supplied as more than one unit (e.g., an 8-page insert as a 6-page + 2-page) will incur an additional \$500 charge per each additional binding pocket required. Short fold inserts may incur an additional \$500 charge due to bindery pocket reversal.

Note: Rates for larger insert units are quoted upon request.

## ISSUANCE AND CLOSING

### 14. First Issue

January 1970.

### 15. Issuance

Published 24 times per year.

### 16. Issue Dates

Twice monthly (1st and 15th).

### 17. Mailing Date and Class

One week following issue date. Periodicals.

### 18. Issue and Closing Dates

A. Insertion orders and all reproduction materials are due as follows:

Issue	Closing	Materials due	Inserts due
Jan 1	Dec 1	Dec 3	Dec 15
Jan 15	Dec 15	Dec 18	Dec 30
Feb 1	Jan 1	Jan 3	Jan 15
Feb 15	Jan 15	Jan 18	Jan 30
Mar 1	Feb 1	Feb 3	Feb 15
Mar 15	Feb 15	Feb 18	Feb 28
April 1	Mar 1	Mar 3	Mar 15
April 15	Mar 15	Mar 18	Mar 30
May 1	Apr 1	Apr 3	Apr 15
May 15	Apr 15	Apr 18	Apr 30
June 1	May 1	May 3	May 15
June 15	May 15	May 18	May 30
July 1	Jun 1	Jun 3	Jun 15
July 15	Jun 15	Jun 18	Jun 30
Aug 1	Jul 1	Jul 3	Jul 15
Aug 15	Jul 15	Jul 18	Jul 30
Sept 1	Aug 1	Aug 3	Aug 15
Sept 15	Aug 15	Aug 18	Aug 30
Oct 1	Sep 1	Sept 3	Sept 15
Oct 15	Sep 15	Sept 18	Sept 30
Nov 1	Oct 1	Oct 3	Oct 15
Nov 15	Oct 15	Oct 18	Oct 30
Dec 1	Nov 1	Nov 3	Nov 15
Dec 15	Nov 15	Nov 18	Nov 30

B. No cancellations after closing date of publication.

## EDITORIAL

### 19. General Editorial Direction

To provide continuing medical education with a focus on evidence-based medicine, report recent advances in medicine, serve as a forum for clinical opinion in matters related to family medicine, and disseminate important clinical information from other major medical organizations.

### 20. Average Issue Information

See cover (page 1).

### 21. Origin of Editorial (3-year average)

- A. Staff written: 20% (15% is written by MD editors under contract).
- B. Solicited: 59%.
- C. Unsolicited: 41%.
- D. Peer review: All articles are peer reviewed by family physicians plus some additional subspecialist reviewers.
- E. Rejection rate: 26% of solicited, 74% of unsolicited.

4 AFP 2011 Rates

## CIRCULATION

### 22. Description of Circulation Parameters

Qualified recipients are family physicians, including medical teachers, selected office-based general practitioners; selected direct patient care office- and hospital-based physicians who are general internists or family medicine osteopaths; AAFP members in FM/GP/IM and other specialties, Canadian and other international physician members, student affiliate members and physician members with medical teaching, administration, research and other activity as their major professional activity.

### 23. Circulation Verification

- A. Audit: BPA statement for January 1, 2010 issue. For semi-annual circulation update, go to [www.bpawww.com](http://www.bpawww.com).
- B. Mailing house: MMS, Inc.

<b>Family physician</b>		Residents, other	53
Office-based	65,171	Full-time hospital staff	266
First-year residents	1,633	Other professional activities	80
Residents, other	5,673	Total internists	49,176
Full-time hospital staff	4,580	<b>Osteopaths in family medicine</b>	
Other professional activities	10,216	Office-based	14,353
Total family physicians	87,203	Hospital-based	578
<b>General practitioners</b>		Total osteopaths	14,931
Office-based	4,042	AAFP members in other specialties or at foreign addresses	11,136
Full-time hospital staff	43	AAFP student members	1,403
Other professional activities	688	<b>TOTAL QUALIFIED</b>	169,015
Total general practice	4,773	Paid subscriptions	5,032
<b>Internists</b>			
Office-based	48,776		
First-year residents	1		

### 24. Coverage and Subscriptions

- A. See the above right table for a breakdown of circulation by classification of reader.
- B. Controlled = 46%, Paid = 3%, Request = 51%.
- C. AAFP members outside the qualified audience receive complimentary subscriptions.
- D. Subscription price in U.S.: \$164; Canada: \$228; foreign: \$284. Institutional price in U.S.: \$224; Canada: \$284; foreign: \$344. Medical students, residents, healthcare professionals and office management staff in U.S.: \$96; Canada: \$156; foreign: \$216. Prices subject to change.

### 25. Anticipated Circulation Modifications or Changes

- A. Additions: None.
- B. Modifications: As of June 2009, AAFP international and student members no longer receive complimentary print subscriptions
- C. Deletions: None.
- D. Estimated total circulation for 2010: 170,000.

## **POLICIES**

### **26. Requirements for Advertising Acceptance**

The purpose of *AFP* is to serve the medical profession and provide continuing medical education. The information and opinions presented in *AFP* reflect the views of the authors, not those of the journal or the American Academy of Family Physicians (AAFP), unless so stated. Advertising is generally accepted if judged to be in harmony with the purpose of the journal; however, *AFP* reserves the right to reject any advertising at its sole discretion.

- A. Products and services to be advertised must meet the standards of generally accepted medical practice, be relevant to the clinical or socioeconomic practice of medicine, or be of special interest to the physician readership.
- B. Products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include "full disclosure" when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products.
- C. Technical data and scientific documentation may be required for products not regulated by the FDA or other government agencies.
- D. Ads for nutritional supplements and vitamin preparations are not eligible unless the product is approved for marketing by the FDA or its efficacy and safety are substantiated by clinical studies acceptable to the AAFP—generally meaning studies that have independent support in authoritative, evidence-based medical literature. More specific guidelines are available from the AAFP.
- E. General purpose foods such as bread, meats, fruits and vegetables are eligible. Special purpose foods (e.g., foods for carbohydrate-restricted diets and other therapeutic diets) are eligible when their uses are supported by acceptable data. Only diet programs prescribed and controlled by physicians may be eligible.
- F. CME courses, seminars and conferences are eligible for advertisement. If CME accreditation is advertised, AAFP Prescribed credit must be approved and specified.
- G. For enduring materials (e.g., books, audio- and video-tapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.
- H. *AFP* follows the American Medical Association's Code of Medical Ethics Opinion 8.063 regarding the sale of health-related products from physicians' offices. Consequently, no ad will be accepted that promotes the sale of health-related products from a physician's office unless documentation submitted to the advertising business manager with an ad clearly meets the guidelines set forth in Opinion 8.063.
- I. *AFP* follows the American Medical Association's Code of Medical Ethics Opinion 8.03 prohibiting physicians from placing their own financial interests above the welfare of their patients. Ads for products or services that assist the physician in running a more efficient practice, thus enabling the physician more time for patient care, will generally be accepted. Included here would be categories such as office equipment, medical billing systems or other software products. Ads that focus solely on increasing profitability are not acceptable.
- J. Institutional advertising germane to the practice of medicine may be considered eligible.
- K. Other products and services not covered above will generally be accepted if they are determined to be in harmony with the stated purpose of the publication.
- L. Ads containing comparative claims for competitive products must be substantiated by supporting data.
- M. Ads for tobacco products and alcoholic beverages will not be accepted. The AAFP has no direct association with organizations involved in the manufacture of tobacco products and urges its members to avoid such association.
- N. All ads must clearly and prominently identify the advertiser by trademark or signature.
- O. In consideration of publication of an ad, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the ad, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.
- P. Publisher shall not be liable for any failure to print, publish or circulate any ad accepted by publisher; however, publisher shall use its reasonable efforts to place such ad in subsequent available space.
- Q. Publisher is not responsible for incidental or consequential damage for errors in printing an ad.
- R. Publisher will not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the conditions set forth in this rate card.
- S. Since editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.
- T. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- U. Ads must conform to mechanical specifications as indicated in this rate card.
- V. The placement of advertising adjacent to articles discussing the advertised company or products in the same class as the advertising product is prohibited.
- W. All ads are subject to approval of publisher and editor, who each reserve the right to reject or cancel any ad at any time, and/or to evaluate ad copy to ensure that it does not contain any false or misleading statements or that is not in poor taste—offensive in either artwork or text. New copy must be received by the advertising business manager 10 days before the closing date.
- X. *AFP* defines the word "advertorial" to mean an advertisement or other paid content that resembles editorial content in style, intent and format. While *AFP* welcomes such advertisements, we will publish no advertisement that, in the judgment of the publisher, resembles our editorial content enough to be mistaken for an *AFP* article. Such ads must also display the word "ADVERTISEMENT" in 10 pt type (min.), all caps, at the top center of each page.

The publisher must pre-approve any piece that might be considered advertorial. At the discretion of the publisher, the advertisement may need to be reformatted to minimize its resemblance to our editorial content. All other guidelines pertaining to advertising in *AFP* also apply to advertorials.
- Y. *AFP* further adheres to the advertising policies of the American Academy of Family Physicians (AAFP), the Council of Medical Specialty Societies (CMSS), the Accreditation Council for Continuing Medical Education (ACCME), the World Association of Medical Editors (WAME) and the International Committee of Medical Journal Editors (ICMJE),

## 27. Credit

First-time advertisers are asked to pay in advance. Once the first invoice is paid in full, credit is available as long as the account is kept current. Accounts in arrears or accounts chronically late may be flagged. Flagged accounts may not place additional advertising until all past-due invoices are cleared.

## 28. New Product Releases

None will be accepted.

## 29. Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles. Fifty percent of advertising is placed in front; 50% in back.

## 30. Ad/Edit Information

	<i>Ad/edit ratio</i>	<i>Average folio size #</i>	<i>Avg # ad pages</i>	<i>Avg # edit pages</i>
July-Dec 2009	54.7%	137.2	74.9	62.3
Jan-June 2010	53.9%	136.7	73.9	62.8
July-Dec 2010 (est)	55.0%	136.9	75.3	61.6

## SERVICES

- Surveys are sent to a random sample of member and non-member readers on a regular basis
- Member list: The AAFP member list is available within set guidelines. For more information, contact INFOCUS Marketing at 800-708-LIST (5478) or e-mail sales@infocusmarketing.com or go to [www.infocusmarketing.com/datacard/aafp](http://www.infocusmarketing.com/datacard/aafp).
- Editorial reprints: Provided by Sheridan Reprints. Address questions to Beth Ann Rocheleau at 803-359-4578 or e-mail [brocheleau@rockwaterinc.com](mailto:brocheleau@rockwaterinc.com).
- Special reports: The Who Report is an annual survey of AAFP members that provides a profile of practice patterns and reading habits of family physicians. Complimentary copy available for active advertisers.
- Data services: Profile data by MMS, Inc.: IMS prescription data available for therapeutic classes and products, profiled by physician specialty, prescription writing and revenue levels. Data can be provided in desired format to active and prospective advertisers.  
©Kantar Media, Medical/Surgical Study. Readership analyses provided to active and prospective advertisers.
- Inkjetting available at the discretion of Publisher.  
Address all inquiries to the Advertising Sales Office, 201-288-4440.
- Other: Advertising Index.

## MECHANICAL REQUIREMENTS

### 31. Ad Sizes and Bleed Sizes

#### *Ad Space Sizes*

Full page:	7" x 10"
2/3 page:	4 3/8" x 10"
1/2 page vertical:	3 1/4" x 10"
1/2 page horizontal:	7" x 4 1/2"
1/3 page vertical:	2 1/8" x 10"

#### *Bleed Ad Space Sizes*

Full page:	8" x 10 3/4"
2/3 page:	4 3/4" x 10 3/4"
1/2 page vertical:	3 7/8" x 10 3/4"
1/2 page horizontal:	8" x 5 1/8"
1/3 page vertical:	2 3/4" x 10 3/4"

Keep live matter 3/8" away from trim edges.

Trim size of magazine: 7 3/4" x 10 1/2".

### 32. Paper Stock

- Inside pages (body pages): 34# and 36# UPM Cote.
- Covers: 100# Sterling Ultra C2S.

### 33. Type of Binding

Perfect bound.

### 34. Reproduction Requirements

AFP is printed web offset using CTP. File types accepted are PDF/X-1a or PDF. Acceptable media is CD ROM. Files may also be e-mailed to [premediawas@bpc.com](mailto:premediawas@bpc.com) or sent via FTP at: [ftp1.was.bpc.com](ftp://ftp1.was.bpc.com), (user name) [afp](ftp://ftp1.was.bpc.com), (password) [4afp2b](ftp://ftp1.was.bpc.com). One actual-size SWOP certified proof is required and must match the digital file. Contact production department for digital specifications. Digital media returned when requested and only when clearly marked with complete return name and address.

## SPLIT RUNS

### 35. Regional or Demographic Selections

Any regional or demographic selection that generates additional versions of the journal will be considered a split run. Demographic split runs are available at the discretion of the publisher.

- All split run/list match insertions must be clearly specified on the insertion order.
- When running two identical split runs in the same issue or an additional split run in the same issue to an identical list match, an individual advertiser may deduct \$1,000 from the quoted space rates for the second split run.
- An advertiser may choose to segment a split run (demographically or regionally) under the following terms and conditions: available only for the same product (different indications acceptable); each segment must have ad units of identical size and run in the same position in the book; limited to two segments per split-run unit; the total qualified circulation of the two segments combined will determine which pricing category to apply; total cost is determined by adding \$3,000 to the split-run rate as quoted in the box on page 7. A maximum of three segmented split runs will be accepted for each issue. Specialty specific regionals are not available.
- Publisher reserves the right to limit the number of split runs. This may result in an issue closing for split runs earlier than the scheduled closing date.
- Split runs are not available on covers or in positions.
- Due to technological limitations, no exceptions to the closing date allowed for any reason and no cancellations allowed after the closing date.

**SPLIT-RUN RATES**

<i>50% or less of circulation</i>	<i>1-time</i>	<i>12-time</i>	<i>24-time</i>	<i>36-time</i>	<i>48-time</i>	<i>72-time</i>	<i>96-time</i>	<i>120-time</i>	<i>144-time</i>	<i>192-time</i>	<i>240-time</i>	<i>288-time</i>	<i>384-time</i>	<i>480-time</i>
1-page ROB (BW) First page of ROB ad	\$8,065	\$7,860	\$7,800	\$7,740	\$7,660	\$7,640	\$7,620	\$7,600	\$7,580	\$7,560	\$7,550	\$7,540	\$7,520	\$7,500
1-page ROB (4C) First page of ROB ad	10,395	10,135	10,055	9,975	9,875	9,845	9,820	9,795	9,770	9,745	9,730	9,720	9,690	9,665
1-page ROB (BW) As a part of ROB ad unit	6,565	6,400	6,350	6,300	6,235	6,220	6,200	6,185	6,170	6,155	6,145	6,135	6,120	6,105
1-page ROB (4C) As a part of ROB ad unit	8,895	8,670	8,605	8,535	8,450	8,425	8,405	8,380	8,360	8,335	8,325	8,315	8,295	8,270
1-page ROB (BW) Added to insert ad unit	7,165	6,985	6,930	6,875	6,805	6,785	6,770	6,750	6,735	6,715	6,705	6,700	6,680	6,660
1-page ROB (4C) Added to insert ad unit	9,495	9,255	9,185	9,115	9,020	8,995	8,970	8,945	8,925	8,900	8,890	8,875	8,850	8,830
2-page insert	14,990	14,615	14,505	14,390	14,240	14,205	14,165	14,130	14,090	14,055	14,035	14,015	13,980	13,940
4-page insert	28,105	27,400	27,190	26,980	26,700	26,630	26,555	26,485	26,415	26,345	26,310	26,275	26,205	26,135
6-page insert	41,055	40,025	39,720	39,410	39,000	38,900	38,795	38,695	38,590	38,485	38,435	38,385	38,280	38,180
8-page insert	54,170	52,820	52,410	52,005	51,465	51,330	51,190	51,055	50,920	50,785	50,720	50,650	50,515	50,380
<i>51% – 75% of circulation</i>	<i>1-time</i>	<i>12-time</i>	<i>24-time</i>	<i>36-time</i>	<i>48-time</i>	<i>72-time</i>	<i>96-time</i>	<i>120-time</i>	<i>144-time</i>	<i>192-time</i>	<i>240-time</i>	<i>288-time</i>	<i>384-time</i>	<i>480-time</i>
1-page ROB (BW) First page of ROB ad	\$9,640	\$9,400	\$9,325	\$9,255	\$9,155	\$9,135	\$9,110	\$9,085	\$9,060	\$9,035	\$9,025	\$9,010	\$8,990	\$8,965
1-page ROB (4C) First page of ROB ad	12,355	12,045	11,955	11,860	11,740	11,710	11,675	11,645	11,615	11,585	11,570	11,555	11,520	11,490
1-page ROB (BW) As a part of ROB ad unit	8,140	7,935	7,875	7,815	7,730	7,710	7,690	7,670	7,650	7,630	7,620	7,610	7,590	7,570
1-page ROB (4C) As a part of ROB ad unit	10,855	10,585	10,505	10,420	10,315	10,285	10,260	10,230	10,205	10,180	10,165	10,150	10,125	10,095
1-page ROB (BW) Added to insert ad unit	8,740	8,520	8,455	8,390	8,300	8,280	8,260	8,235	8,215	8,195	8,180	8,170	8,150	8,125
1-page ROB (4C) Added to insert ad unit	11,455	11,170	11,085	11,000	10,885	10,855	10,825	10,800	10,770	10,740	10,725	10,710	10,685	10,655
2-page insert	18,365	17,905	17,765	17,630	17,445	17,400	17,355	17,305	17,260	17,215	17,195	17,170	17,125	17,080
4-page insert	34,755	33,885	33,625	33,365	33,015	32,930	32,840	32,755	32,670	32,580	32,540	32,495	32,410	32,320
6-page insert	50,940	49,670	49,285	48,905	48,395	48,265	48,140	48,010	47,885	47,760	47,695	47,630	47,505	47,375
8-page insert	67,340	65,655	65,150	64,645	63,975	63,805	63,635	63,470	63,300	63,130	63,045	62,965	62,795	62,625
<i>Split runs to full circulation</i>	<i>1-time</i>	<i>12-time</i>	<i>24-time</i>	<i>36-time</i>	<i>48-time</i>	<i>72-time</i>	<i>96-time</i>	<i>120-time</i>	<i>144-time</i>	<i>192-time</i>	<i>240-time</i>	<i>288-time</i>	<i>384-time</i>	<i>480-time</i>
1-page ROB (BW) First page of ROB ad	\$12,965	12,625	\$12,405	\$12,185	\$11,845	\$11,730	\$11,620	\$11,510	\$11,400	\$11,290	\$11,175	\$11,060	\$10,985	\$10,895
1-page ROB (4C) First page of ROB ad	16,845	16,505	16,285	16,065	15,725	15,610	15,500	15,390	15,280	15,170	15,055	14,940	14,865	14,775
1-page ROB (BW) As a part of ROB ad unit	11,465	11,125	10,905	10,685	10,345	10,230	10,120	10,010	9,900	9,790	9,675	9,560	9,485	9,395
1-page ROB (4C) As a part of ROB ad unit	15,345	15,005	14,785	14,565	14,225	14,110	14,000	13,890	13,780	13,670	13,555	13,440	13,365	13,275
1-page ROB (BW) Added to insert ad unit	12,065	11,725	11,505	11,285	10,945	10,830	10,720	10,610	10,500	10,390	10,275	10,160	10,085	9,995
1-page ROB (4C) Added to insert ad unit	15,945	15,605	15,385	15,165	14,825	14,710	14,600	14,490	14,380	14,270	14,155	14,040	13,965	13,875
2-page insert	25,485	24,765	24,285	23,805	23,085	22,850	22,605	22,370	22,130	21,885	21,645	21,410	21,245	21,050
4-page insert	48,800	47,380	46,435	45,490	44,065	43,610	43,120	42,655	42,190	41,700	41,235	40,765	40,440	40,055
6-page insert	71,820	69,705	68,300	66,900	64,785	64,105	63,380	62,685	61,990	61,265	60,570	59,875	59,395	58,820
8-page insert	95,145	92,330	90,460	88,590	85,775	84,870	83,905	82,980	82,055	81,090	80,165	79,240	78,600	77,835

Mechanical charges are included in the rates quoted and include running two versions of ad (identical size units) to two distinct audience segments of full circulation. For more than two audience segments, add \$3,000 each, with a maximum of four total.

# DISCOUNTS AND VALUE-ADDED OPPORTUNITIES

## 2/15 Plan

### Pay early and earn credit

Advertisers will receive a 2% credit on the invoice net to be used towards a future insertion, provided payment is received at the publisher's office within 15 days of invoice date. The credit will only be applied to future insertions.

## Continuity Rewards

### Buy 5 Issues—get 1 FREE

Advertise the same product with five consecutive insertions and/or in consecutive issues and get the sixth insertion free. If consecutive insertions are of varied ad sizes, then award is given as an average of the consecutive ads rounded up to the next full page.

The free ad supercedes any other discounts for that ad unit. Free ad units count toward earned frequency. Continuity schedules that go beyond the calendar year are not rate protected. Adjustments will not be made to the reward invoice(s).

## Corporate Rewards

### Earn year-long savings

An individual advertiser (and its divisions or subsidiaries) whose 2010 accumulative ad units in *AFP* and *FPM* and associated publisher billings\* totaled 72 units or more will earn a discount on gross billings in 2011 as follows:

2010 Ad Units	2011 Discount
72-105	1%
106-150	2%
151-225	3%
226-315	4%
316 or more	5%

Corporate Rewards are taken after all other discounts (see examples in box to the right).

An individual advertiser (and its divisions or subsidiaries) whose 2010 accumulative ad units in *AFP*, *FPM*, and associated publisher billings\* totaled 316 or more units qualifies to receive, in lieu of all other discounts, a total discount of 10% on the gross billings of *AFP* and *FPM* in 2011. A 15% Agency Commission will be given on the adjusted gross billings. This discount supercedes all other discounts for the advertiser and is by option only. A qualifying advertiser not requesting this option prior to the first ad insertion in 2011 will receive all standard discounts for which the advertiser is qualified.

\*— Associated publisher billings include *AFP*, *FPM*, editorial reprint orders, sponsorships of eTOC notifications and other sponsorship opportunities. eTOC insertions count as one unit per sponsorship.

## Corporate Rewards Plus

### Exceed last year—earn a bigger savings

An advertiser who qualified in 2010 for the 2011 Corporate Rewards program is eligible to receive additional Corporate Rewards Plus discounts. Beginning with the 2011 issue subsequent to the issue in which the advertiser equals or exceeds total ad units for calendar year 2010, every ad placed in *AFP* for the remainder of calendar year 2011 will earn an additional \$500 off per page (taken before all percentage discounts).

**8** *AFP* 2011 Rates

## Guaranteed Frequency Bonus Plan

### Guarantee a frequency for the whole year

Any advertiser qualifying for Corporate Rewards may additionally receive a guaranteed frequency equal to one frequency above the prior year's actual earned frequency. If the guaranteed frequency is exceeded, the advertiser's rate will be adjusted to that higher frequency, but no short-rate will occur in the event of a shortfall. Qualification for Corporate Rewards in subsequent years is based on actual earned frequency (units placed) for the prior year, not on the guaranteed frequency granted for the prior year.

## PI (Prescribing Information) Page Discount

### Save when running 3 or more

Run three or more prescribing information pages with your ad and get 50% off the bw rate per page starting with page three. If page three is a fractional, then 50% off will apply to that unit.

## The Family Buy

### Advertise in *FPM* for only \$1,000 / page

Any advertiser running an advertisement in *American Family Physician* within the same two month period as a *Family Practice Management* issue, may choose to place the same advertisement in *FPM* for \$1,000 gross per b/w page. Example: For the July/August issue of *FPM*, any of the July or August issues of *AFP* may be used to qualify for discounts.

Ads featuring different indications and formulations of the same products are acceptable. To receive prompt credit, all insertion orders for a given month must be sent at the same time.

## CALCULATING DISCOUNTS

**EXAMPLE 1:** Advertiser X earns 2% Corporate Rewards discount in 2011. They are earning the 96-time rate and have placed a 2-page, 4-Color ROB ad in both *AFP* and *FPM* for 1/1/11. For *FPM*, Advertiser X has qualified for the Family Buy rate of \$1,000 per gross b/w page.

<i>American Family Physician</i>		<i>Family Practice Management</i>	
2-pg ROB + 4-Color (96-time)	\$25,920.00	2-pg ROB + 4-Color (Family Buy rate)	\$2,800.00
<b>Subtotal</b>	25,920.00	<b>Subtotal</b>	2,800.00
Corporate Rewards	-518.40	Corporate Rewards	-56.00
Adjusted gross	25,401.60	Adjusted gross	2,744.00
Agency discount	-3,810.24	Agency discount	-411.60
<b>Net</b>	\$21,591.36	<b>Net</b>	\$2,332.40

**Example 2:** Advertiser X earns 2% Corporate Rewards discount in 2011. They are earning the 96-time rate. With the 10/1/11 issue of *AFP* they exceed their total ad units for 2010. For the 10/15/11 issue of *AFP* they earn \$500 off per page. They have placed a 2-page, 4-Color ROB ad both *AFP* and *FPM* for 10/15/11. For *FPM*, Advertiser X has qualified for the Family Buy rate of \$1,000 per gross b/w page.

<i>American Family Physician</i>		<i>Family Practice Management</i>	
2-pg ROB + 4-Color (96-time)	\$25,920.00	2-pg ROB + 4-Color (Family Buy rate)	\$2,800.00
CR Plus	-1,000.00		
<b>Subtotal</b>	24,920.00	<b>Subtotal</b>	2,800.00
Corporate Rewards	-498.40	Corporate Rewards	-56.00
Adjusted gross	24,421.60	Adjusted gross	2,744.00
Agency discount	-3,663.24	Agency discount	-411.60
<b>Net</b>	\$20,758.36	<b>Net</b>	\$2,332.40