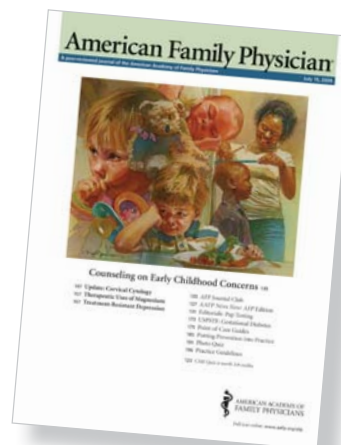


American Family Physician®

2010 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, *AFP* Journal Club, *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 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) 906-2680, Fax (913) 906-6080

Vice President for Publishing and Communications, Michael D. Springer	x5100
Publisher, Stephanie Hanaway	x5161
Associate Publisher/Marketing Director, Linda G. Doggett	x5157
Advertising Business Manager, Brian W. Arbuckle	x5154
Senior Project Coordinator, 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
Senior Account Manager, Mickey Cotter	mcotter@aafp.org
Sales Coordinator, Karen O'Leary	koleary@aafp.org

AMM

SNAP

BPA
WORLDWIDE

AAFP

RATES

1. Effective Date and Discounts

- A. Effective rate date: January 2010.
- B. Agency commission: 15% 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 the 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. 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	\$1,230
Matched color	1,915
Matched color-metallic	2,340
Three- and four-color (process)	3,010
Five-color (4-color process + nonmetallic matched)	4,925
Six-color (4-color process + two nonmetallic matched)	6,840

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.
- 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 *AAFP News Now*: 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 On Call

For rates, call Russell Johns Associates, LLC at 800-237-7027 or go to www.aafp.org/afp/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	\$10,880	\$8,160	\$7,615	\$5,440
12-time	10,550	7,915	7,385	5,275
24-time	10,335	7,750	7,235	5,170
36-time	10,120	7,590	7,085	5,060
48-time	9,790	7,345	6,855	4,895
72-time	9,680	7,260	6,775	4,840
96-time	9,575	7,180	6,700	4,785
120-time	9,465	7,100	6,625	4,735
144-time	9,360	7,020	6,550	4,680
192-time	9,250	6,935	6,475	4,625
240-time	9,140	6,855	6,400	4,570
288-time	9,030	6,770	6,320	4,515
384-time	8,955	6,715	6,270	4,480
480-time	8,870	6,650	6,210	4,435

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 the Leawood office six weeks preceding issue date; delivery of inserts to the 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 the 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.

PAPER STOCK

	Maximum	Minimum	Micrometer reading (max)
2- or 4-pg	80# coated	70# uncoated	.004"
6- to 24-pg	70# coated	60# uncoated	.004"

10. Sizes and Specifications

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 195,000, 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

FULL-RUN INSERT RATES

Inserts*	2-page	4-page	6-page	8-page
1-time	\$23,285	\$45,920	\$68,265	\$90,915
12-time	22,585	44,535	66,215	88,180
24-time	22,120	43,625	64,855	86,370
36-time	21,655	42,710	63,495	84,560
48-time	20,955	41,330	61,440	81,825
72-time	20,730	40,880	60,775	80,940
96-time	20,490	40,415	60,085	80,015
120-time	20,260	39,955	59,405	79,110
144-time	20,030	39,500	58,725	78,205
192-time	19,790	39,030	58,030	77,280
240-time	19,560	38,575	57,350	76,375
288-time	19,330	38,120	56,670	75,470
384-time	19,170	37,805	56,200	74,845
480-time	18,980	37,425	55,645	74,100

* 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.

Effective date **January 2010**

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. 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.

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.

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. Demographic Selection Criteria

- A. Office-based internists 65 years of age or under (over 65 by request). Internal medicine residents and full-time hospital staff by request only.
Office-based internists highest in prescribing, according to MMS, Inc. (balance of audience by request).
Office-based FM osteopaths 65 years of age or under (over 65 by request). FM osteopathic residents and full-time hospital staff by request only.

24. Circulation Verification

- A. Audit: BPA statement for January 1, 2009, issue. For semiannual circulation update, go to www.bpaww.com.
- B. Mailing house: MMS, Inc.

Family physician		Full-time hospital staff	198
Office-based	63,943	Other professional activities	84
First-year residents	1,949	<i>Total internists</i>	51,674
Residents, other	7,062	Osteopaths in family medicine	
Full-time hospital staff	4,571	Office-based	14,372
Other professional activities	9,970	Hospital-based	892
<i>Total family physicians</i>	87,495	<i>Total osteopaths</i>	15,264
General practitioners		AAFP members in other specialties or at foreign addresses	8,097
Office-based	4,239	AAFP student members	12,661
Full-time hospital staff	47	TOTAL QUALIFIED	180,534
Other professional activities	629	Paid subscriptions	5,510
<i>Total general practice</i>	4,933	Miscellaneous—free list	1,041
Internists		GRAND TOTAL	187,085
Office-based	50,947		
First-year residents	4		
Residents, other	441		

25. Coverage and Subscriptions

- A. See the circulation table for a breakdown of circulation by classification of reader.
- B. Controlled = 43.7%, Paid = 3%, Request = 53.3%.
- C. AAFP student members and members outside the qualified audience receive complimentary subscriptions.
- D. Subscription price in U.S.: \$152; Canada: \$208; foreign: \$260. Institutional price in U.S.: \$204; Canada: \$260; foreign: \$312. Medical students, residents, health care professionals and office management staff in U.S.: \$88; Canada: \$144; foreign: \$196. Prices subject to change.

26. 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.

GENERAL INFORMATION

27. 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 (FDA) 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. 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.

- I. Institutional advertising germane to the practice of medicine may be considered eligible.
- J. 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.
- K. Ads containing comparative claims for competitive products must be substantiated by supporting data.
- L. 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.
- M. All ads must clearly and prominently identify the advertiser by trademark or signature.
- N. 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.
- O. 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.
- P. Publisher is not responsible for incidental or consequential damage for errors in printing an ad.
- Q. 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.
- R. Since editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.
- S. 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.
- T. Ads must conform to mechanical specifications as indicated in this rate card.
- U. All ads are subject to approval of publisher, who reserves the right to reject or cancel any ad at any time, and to evaluate ad copy to ensure that it does not contain any false or misleading statements or that it 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.
- V. *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.

28. 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.

29. New Product Releases

None will be accepted.

30. Editorial Research

Surveys are sent to a random sample of member and non-member readers on a regular basis. An annual editorial research survey is conducted at the AAFP Annual Scientific Assembly.

31. 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.

32. 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 2008	53.7	170.2	91.5	78.7
Jan-June 2009	53.4	165.2	88.5	76.7
July-Dec 2009 (est)	55.0	167.7	92.2	75.5

33. Services

- A. Ad studies: None.
- B. Mailing list: The AAFP member list is available within set guidelines. For more information, contact Kerry Tranfa, INFOCUS, at 800-708-LIST, x 3251 or e-mail ktranfa@infocuslists.com.
- C. Editorial reprints: Provided by Sheridan Reprints. Address questions to Beth Ann Rocheleau at 803-359-4578 or e-mail brocheleau@rockwaterinc.com.
- D. 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.
- E. 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.

Media-CHEK® and FOCUS® by PERQ/HCI: Readership analyses provided to active and prospective advertisers.
- F. Inkjetting available at the discretion of Publisher.

Address all inquiries to the Advertising Sales Office, 201-288-4440.
- G. Other: Advertising Index.

MECHANICAL REQUIREMENTS

34. 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:	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:	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".

35. Paper Stock

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

36. Type of Binding

Perfect bound.

37. 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 or sent via FTP at: ftp1.was.bpc.com, (user name) afp, (password) 4afp2b. 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

38. 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.

- A. 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.
- B. 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.
- C. 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.
- D. Split runs are not available on covers or in positions.
- E. 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

50% or less of circulation	1-time	12-time	24-time	36-time	48-time	72-time	96-time	120-time	144-time	192-time	240-time	288-time	384-time	480-time
1-page ROB (BW) First page of ROB ad	\$7,880	\$7,680	\$7,625	\$7,565	\$7,485	\$7,465	\$7,445	\$7,425	\$7,405	\$7,385	\$7,375	\$7,365	\$7,345	\$7,325
1-page ROB (4C) First page of ROB ad	10,165	9,910	9,835	9,755	9,655	9,630	9,605	9,580	9,555	9,530	9,515	9,505	9,480	9,450
1-page ROB (BW) As a part of ROB ad unit	6,380	6,220	6,170	6,125	6,060	6,045	6,030	6,010	5,995	5,980	5,970	5,965	5,950	5,930
1-page ROB (4C) As a part of ROB ad unit	8,665	8,445	8,380	8,315	8,230	8,210	8,185	8,165	8,145	8,120	8,110	8,100	8,080	8,055
1-page ROB (BW) Added to insert ad unit	6,980	6,805	6,750	6,700	6,630	6,610	6,595	6,575	6,560	6,545	6,535	6,525	6,510	6,490
1-page ROB (4C) Added to insert ad unit	9,265	9,030	8,965	8,895	8,800	8,775	8,755	8,730	8,710	8,685	8,675	8,660	8,640	8,615
2-page insert	14,595	14,230	14,120	14,015	13,865	13,830	13,795	13,760	13,720	13,685	13,665	13,650	13,610	13,575
4-page insert	27,330	26,650	26,445	26,240	25,965	25,895	25,830	25,760	25,690	25,625	25,590	25,555	25,485	25,420
6-page insert	39,900	38,905	38,605	38,305	37,905	37,805	37,705	37,605	37,505	37,405	37,355	37,305	37,205	37,105
8-page insert	52,640	51,325	50,930	50,535	50,010	49,875	49,745	49,615	49,480	49,350	49,285	49,220	49,085	48,955
51%-75% of circulation	1-time	12-time	24-time	36-time	48-time	72-time	96-time	120-time	144-time	192-time	240-time	288-time	384-time	480-time
1-page ROB (BW) First page of ROB ad	\$9,410	\$9,175	\$9,105	\$9,030	\$8,940	\$8,915	\$8,890	\$8,865	\$8,845	\$8,820	\$8,810	\$8,795	\$8,775	\$8,750
1-page ROB (4C) First page of ROB ad	12,070	11,770	11,675	11,585	11,465	11,435	11,405	11,375	11,345	11,315	11,300	11,285	11,255	11,225
1-page ROB (BW) As a part of ROB ad unit	7,910	7,710	7,650	7,590	7,515	7,495	7,475	7,455	7,435	7,415	7,405	7,395	7,375	7,355
1-page ROB (4C) As a part of ROB ad unit	10,570	10,305	10,225	10,145	10,040	10,015	9,990	9,960	9,935	9,910	9,895	9,885	9,855	9,830
1-page ROB (BW) Added to insert ad unit	8,510	8,295	8,230	8,170	8,085	8,060	8,040	8,020	8,000	7,975	7,965	7,955	7,935	7,915
1-page ROB (4C) Added to insert ad unit	11,170	10,890	10,805	10,725	10,610	10,585	10,555	10,525	10,500	10,470	10,460	10,445	10,415	10,390
2-page insert	17,870	17,425	17,290	17,155	16,980	16,935	16,890	16,845	16,800	16,755	16,730	16,710	16,665	16,620
4-page insert	33,790	32,945	32,690	32,440	32,100	32,015	31,930	31,845	31,760	31,675	31,635	31,595	31,510	31,425
6-page insert	49,500	48,265	47,890	47,520	47,025	46,900	46,780	46,655	46,530	46,405	46,345	46,285	46,160	46,035
8-page insert	65,425	63,790	63,300	62,810	62,155	61,990	61,825	61,665	61,500	61,335	61,255	61,175	61,010	60,845
Split runs to full circulation	1-time	12-time	24-time	36-time	48-time	72-time	96-time	120-time	144-time	192-time	240-time	288-time	384-time	480-time
1-page ROB (BW) First page of ROB ad	\$12,640	12,310	\$12,095	\$11,880	\$11,550	\$11,440	\$11,335	\$11,225	\$11,120	\$11,010	\$10,900	\$10,790	\$10,715	\$10,630
1-page ROB (4C) First page of ROB ad	16,430	16,100	15,885	15,670	15,340	15,230	15,125	15,015	14,910	14,800	14,690	14,580	14,505	14,420
1-page ROB (BW) As a part of ROB ad unit	11,140	10,810	10,595	10,380	10,050	9,940	9,835	9,725	9,620	9,510	9,400	9,290	9,215	9,130
1-page ROB (4C) As a part of ROB ad unit	14,930	14,600	14,385	14,170	13,840	13,730	13,625	13,515	13,410	13,300	13,190	13,080	13,005	12,920
1-page ROB (BW) Added to insert ad unit	11,740	11,410	11,195	10,980	10,650	10,540	10,435	10,325	10,220	10,110	10,000	9,890	9,815	9,730
1-page ROB (4C) Added to insert ad unit	15,530	15,200	14,985	14,770	14,440	14,330	14,225	14,115	14,010	13,900	13,790	13,680	13,605	13,520
2-page insert	24,785	24,085	23,620	23,155	22,455	22,230	21,990	21,760	21,530	21,290	21,060	20,830	20,670	20,480
4-page insert	47,420	46,035	45,125	44,210	42,830	42,380	41,915	41,455	41,000	40,530	40,075	39,620	39,305	38,925
6-page insert	69,765	67,715	66,355	64,995	62,940	62,275	61,585	60,905	60,225	59,530	58,850	58,170	57,700	57,145
8-page insert	92,415	89,680	87,870	86,060	83,325	82,440	81,515	80,610	79,705	78,780	77,875	76,970	76,345	75,600

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

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 Reward

Earn year-long savings

An individual advertiser (and its divisions or subsidiaries) whose 2009 accumulative ad units in *AFP* and *FPM* and associated publisher billings* totaled 72 units or more will earn a discount on gross billings in 2010 as follows:

2009 Ad Units	2010 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 2009 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 2010. 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 2010 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 2009 for the 2010 Corporate Rewards program is eligible to receive additional Corporate Rewards Plus discounts. Beginning with the 2010 issue subsequent to the issue in which the advertiser equals or exceeds total ad units for calendar year 2009, every ad placed in *AFP* for the remainder of calendar year 2010 will earn an additional \$500 off per page (taken before all percentage discounts).

2/15 Plan

Pay early and earn credit

Advertisers will receive a 2% credit on the invoice net to be used toward 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.

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 b/w rate per page starting with page three.

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 2010 based on ad units in calendar year 2009. They are earning the 96-time rate and have placed a 2-page, 4-Color ROB ad in both *AFP* and *FPM* for January 1, 2010. For *FPM*, Advertiser X has qualified for the Family Buy rate of \$1,000 per gross b/w page. Billing is as follows:

<i>American Family Physician</i>		<i>Family Practice Management</i>	
2-pg ROB + 4-Color (96-time)	\$25,170.00	2-pg ROB + 4-Color (Family Buy rate)	\$2,800.00
Subtotal	25,170.00	Subtotal	2,800.00
Corporate Rewards	-503.40	Corporate Rewards	-56.00
Adjusted gross	24,666.60	Adjusted gross	2,744.00
Agency discount	-3,699.99	Agency discount	-411.60
Net	\$20,966.61	Net	\$2,332.40

Example 2: Advertiser X earns 2% Corporate Rewards discount in 2010 based on ad units in calendar year 2009. They are earning the 96-time rate. With the October 1, 2010, issue of *AFP* they exceed their total ad units for 2009. For the October 15 issue of *AFP* they earn \$500 off per page. They have placed a 2-page, 4-Color ROB ad in both *AFP* and *FPM* for October 15, 2010. For *FPM*, Advertiser X has qualified for the Family Buy rate of \$1,000 per gross b/w page. Billing is as follows:

<i>American Family Physician</i>		<i>Family Practice Management</i>	
2-pg ROB + 4-Color (96-time)	\$25,170.00	2-pg ROB + 4-Color (Family Buy rate)	\$2,800.00
Corporate Rewards Plus	-1,000.00		
Subtotal	24,170.00	Subtotal	2,800.00
Corporate Rewards	-483.40	Corporate Rewards	-56.00
Adjusted gross	23,686.60	Adjusted gross	2,744.00
Agency discount	-3,552.99	Agency discount	-411.60
Net	\$20,133.61	Net	\$2,332.40