

Family Practice Management®

2011 Rate Card



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EDITORIAL

The mission of *Family Practice Management (FPM)* is to give family physicians the tools and information they need to improve every aspect of their practice, from patient satisfaction to their own job satisfaction and from collections to clinical care. *FPM* aims to help readers practice efficiently, get paid for what they do, achieve the best possible clinical outcomes and still get home in time for dinner.

ADVERTISING MATERIALS

Send CDs and color proofs to:
AAFP
Linda Porter, Advertising Coordinator
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2680

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

Rates and policies are subject to change. For the most current information, visit www.aafp.org/journals/adinfo.

AMM



RATES

1. Effective Date & Discounts

- A. Effective rate date: January 2011.
- 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 5.

2. Earned Rates

- A. Full run: Earned rates are given to advertisers based on the number of issues running ads within a 12-month period. 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 issues where ads ran is greater or less than indicated by contract, rates are adjusted accordingly at end of the contract year.
- B. Combination rates: Insertions in *FPM* count toward earned frequency in *American Family Physician (AFP)*. Each ROB page counts as one unit. A spread counts as two units. Each fractional page, regardless of size, counts as one unit.

3. Rates

Rates and conditions are subject to change upon notice from publisher 90 days in advance of effective date. Advertising is sold only at earned published rates. Contracts and insertion orders for units at lower rates are not accepted. See "Run-of-Book Rates" at bottom of page.

4. Color

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

COLOR CHARGES	
Color	Charges per color per page or fraction
Individual process color	\$ 105
Matched color	240
Matched color-metallic	550
Three- and four-color (process)	400
Five-color (4-color process + nonmetallic matched)	640
Six-color (4-color process + two nonmetallic matched)	880

5. Bleed

No charge.

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.

- A. Covers:
 - Second cover: 35% space premium; ad is preferred 4-color.
 - Third and fourth cover: 25% space premium; ad must run 4-color (no premium charged for third cover if purchased in conjunction with fourth cover).
- B. Positions:
 - Opposite Table of Contents: 15% space premium; ad is preferred 4-color.
 - Center spread: 15% space premium; ad is preferred 4-color.
 - Consecutive right-hand full or fractional pages: black-and-white rate earned plus 5%; add color charges.

7. Classified and Marketplace

For rates, call Russell Johns Associates, LLC, at 800-237-7027 or go to www.aafp.org/journals/adinfo.

ISSUANCE AND CLOSING

8. First Issue

October 1993.

9. Issuance

Published 6 times per year.

10. Issue Dates

Bi-monthly as combined issues.

11. Mailing Date & Class

Second week of first month of issue. Periodicals.

12. Issue and Closing Dates

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

Issue	Closing	Materials due
Jan / Feb	Dec 1	Dec 3
Mar / Apr	Feb 1	Feb 3
May / Jun	Apr 1	Apr 3
Jul / Aug	Jun 1	Jun 3
Sep / Oct	Aug 1	Aug 3
Nov / Dec	Oct 1	Oct 3

- B. No cancellations after closing date of publication.

RUN-OF-BOOK RATES

Black-and-white	Full page	Two-thirds page	Half page	One-third page
1-issue	\$2,500	\$1,875	\$1,500	\$1,125
2-issues	2,375	1,785	1,425	1,070
3-issues	2,250	1,690	1,350	1,015
4-issues	2,125	1,595	1,275	1,000
5-issues	2,000	1,500	1,200	900
6-issues	1,750	1,315	1,050	790

EDITORIAL

13. General Editorial Direction

FPM publishes articles designed to help family physicians operate ethically, efficiently and effectively; improve the quality of their operations and the patient care they deliver; understand the environment in which they practice; and manage their professional lives. *FPM* brings the resources of the AAFP to bear on the special problems of family physicians. Each issue contains a practice management quiz that AAFP members and paid subscribers can take to earn CME credit.

14. Average Issue Information

Articles per issue: 10.3, of which 3.8 are feature articles

Average article length : 2.6 pages

Editorial departments: From the Editor, Opinion, Letters, *FPM* Online, Coding and Documentation, Snapshot, Practice Pearls, *FPM* Quiz, Last Word.

15. Origin of Editorial

- A. Staff written: 22%.
- B. Solicited: 39%.
- C. Unsolicited: 39%.
- D. Peer review: All feature articles are peer reviewed by family physicians, practice management consultants and other subject matter experts.
- E. Rejection rate: 36%.

CIRCULATION

FPM is received by family physicians and other allied healthcare professionals through paid print subscriptions (est. 2,800 as of 7/10) and an opt-in digital edition (127,000 as of 7/10). For circulation updates, please call Cathy Donahue, Circulation Director, 800-274-2237, x5165.

POLICIES

16. Requirements for Advertising Acceptance

The purpose of *FPM* is to serve the medical profession and provide continuing medical education. The information and opinions presented in *FPM* 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, *FPM* 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. *FPM* 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. *FPM* 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. *FPM* defines the word “advertorial” to mean an advertisement or other paid content that resembles editorial content in style, intent and format. While *FPM* 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 *FPM* 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. *FPM* 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),
- 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.

©Kantar Media, Medical/Surgical Study. Readership analyses provided to active and prospective advertisers.
- F. Other: Advertising Index.

MECHANICAL REQUIREMENTS

20. 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 vertical (inside column):	4 7/8" x 10 3/4"
2/3 page vertical (outside column):	4 3/4" x 10 3/4"
1/2 page vertical (inside column):	4" x 10 3/4"
1/2 page vertical (outside column):	3 7/8" x 10 3/4"
1/2 page horizontal:	8" x 5 1/8"
1/3 page (inside column):	2 3/4" x 10 3/4"
1/3 page (outside column):	2 5/8" x 10 3/4"

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

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

17. 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.

18. New Product Releases

None will be accepted.

19. Ad Placement

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

SERVICES

- A. Surveys are sent to a random sample of member and non-member readers on a regular basis.
- B. 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.

21. Paper Stock

- A. Inside pages (body pages): 60#
- B. Covers: 80#

22. Type of Binding

Saddle-stitched, printed sheet-fed.

23. Reproduction Requirements

File types accepted are PDF/X-1a or PDF. Acceptable media is CD-ROM. Files may also be e-mailed to lporter@aaafp.org or sent via FTP at: ftp.aaafp.org, (user name) fpmads, (password) fpmads. Place files in “incoming” folder. One actual-size, quality color proof is required and must match the digital file. Contact production department for digital specifications.

24. Disposition of Discs

Digital media returned when requested and only when clearly marked with complete return name and address.

25. Miscellaneous

- A. If type must be set, space will be billed at cost. Cancellation and copy changes are accepted until closing date.
- B. Charges will be made at cost for extensive patching or any other chargeable extra work ordered by, or made necessary by, agency or advertiser.

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 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.

Continuity Rewards

Buy 5 issues – get 1 FREE

Advertise the same product in five consecutive issues and get the sixth issue 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 supersedes 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*, *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 supersedes 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.

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. 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 *AFP* within the same two-month period as a *FPM* issue may choose to place the same advertisement in *FPM* for \$1,000 gross per b/w page.

Ads featuring different indications and formulations of products are acceptable.

Color charges are additional.

Fractional page will be charged proportionate to page size.

All discounts applied to gross Family Buy amount.

To receive prompt credit, all insertion orders for a given month must be sent at the same time.

Example: For the July/August issue of *FPM*, any of the July or August issues of *AFP* may be used to qualify for Family Buy.

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 January 1, 2011. 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
Subtotal	25,920.00	Subtotal	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
Net	\$21,591.36	Net	\$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
Corporate Rewards Plus	-1,000.00		
Subtotal	24,920.00	Subtotal	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
Net	\$20,758.36	Net	\$2,332.40

Family Practice Management[®]

Peer Reviewed • Practical • Published by the American Academy of Family Physicians

Editorial Profile

Why *FPM*? Ask our readers!

- 'I love the digital edition, and the articles are just as good as they used to be ... better even.'
- 'I will be recommending your site to the students I teach and to my colleagues.'
- 'Bravo! There is nothing more that needs said.'

FPM is the only journal dedicated to everything family physicians care about: taking the best possible care of patients, working in a smoothly functioning practice, making a living and getting home in time for dinner.

We know what moves physicians:

CME credit. *FPM* offers several continuing medical education (CME) credits free in each issue. That makes it even more attractive to AAFP members and subscribers. And because the CME quiz that readers must complete covers most of the content of the issue, CME encourages cover-to-cover reading.



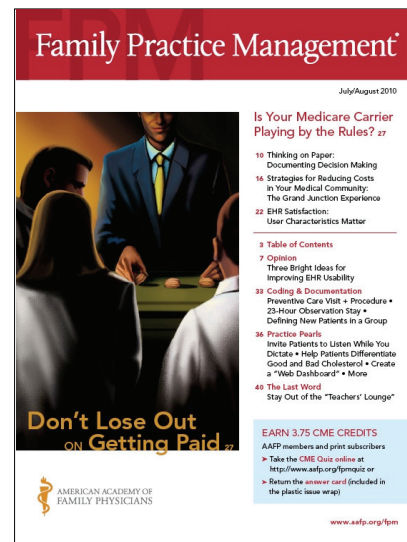
The Academy connection. Since *FPM* is published by the American Academy of Family Physicians, the national membership organization for family physicians, we're wired into all the resources of the AAFP. We are accorded the respect commanded by the AAFP logo on the cover and by our status as the sister publication of *American Family Physician*.

Author connections. *FPM*'s reputation, the quality of its content and the strength of its editors have attracted many of the best experts and most remarkable trendsetters in family medicine. Our pages boast articles from such authorities as David Kibbe, MD, MBA, Thomas Bodenheimer, MD, MPH, and Barbara Starfield, MD, MPH. Thought leaders value *FPM* as much as "in-the-trenches" physicians do, and primary care decision-makers count on *FPM* to offer insight and direction on the topics that matter most to them.

Coding expertise. *FPM*'s advice on diagnosis and procedure coding translates to dollars for the readers. That's because the codes they submit on insurance claims determine how much they get paid. The complexity of the coding systems involved makes *FPM*'s coding advice invaluable.



Practice improvement focus. Ensuring that patients get the care they need when they need it is the cornerstone of quality health care. Skyrocketing health care costs and declining physician reimbursement make efficient, effective health care delivery more challenging, and more important, than ever. Our authors describe proven approaches to managing the care of patients with chronic diseases such as diabetes and asthma, communicating effectively with patients, and implementing electronic health record systems, with practical advice that readers can begin using immediately.





Regular departments of *FPM*

From the Editor and Opinion: Provocative editorials and essays on issues important to family physicians.

Coding & Documentation: Questions and authoritative answers about issues that directly affect physicians' pocketbooks. Always rated among the most valuable parts of the issue.

Practice Pearls: Tips from physicians and from the literature – good ideas in small packages. No wonder "Pearls" is always highly valued by *FPM* readers!

The Last Word: A variety of one-page essays – humorous, thought-provoking, or both.

FPM Quiz: The key to unlocking our CME credit. Is it popular? We get *tens of thousands* of quiz responses per year.

What about placing ads in related editorial content?

Medical publishing may be unusual in this respect, but such placement would actually be counterproductive. If physicians sense that advertising and editorial may be related, they will not trust either. In any case, we're bound by continuing medical education rules that forbid it: "Advertisements and promotional materials will not be interleaved within the pages of the CME content. [They] may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face." *

* Accreditation Council for Continuing Medical Education. Standards for Commercial Support. Available online at <http://accme.org>.

Tools. Family physicians know their medicine, but they don't always have the skills or the tools they need to manage their practices the way they want. *FPM* gives them both. Every issue contains at least one quick-reference guide, medical record form, spreadsheet calculator, patient information handout or other tool the physician won't just read but keep and use.

Tentative schedule for upcoming issues

ISSUE	EDITORIAL PLAN
November/December 2010	
Closing: Oct. 1, 2010	CME content Regular departments
January/February 2011	
Closing: Dec. 1, 2010	The 2011 FPM Survey of User Satisfaction with Electronic Health Record Systems Annual procedure codes update CME content Regular departments
March/April 2011	
Closing: Feb. 1, 2011	CME content Regular departments
May/June 2011	
Closing: Apr. 1, 2011	Special Issue: Chronic Disease Care CME content Regular departments
July/August 2011	
Closing: Jun. 1, 2011	Results from the 2011 FPM Survey of User Satisfaction with Electronic Health Record Systems CME content Regular departments
September/October 2011	
Closing: Aug. 1, 2011	Bonus distribution at AAFP Assembly Annual diagnosis codes update CME content Regular departments
November/December 2011	
Closing: Oct. 1, 2011	CME content Regular departments

Family Practice Management

..... gives you two kinds of power!

Buy *FPM* and get both **print** and **digital** impact.



130,000 distribution*
Including AAFP Membership!

One ad can have the proven power of **print** **PLUS** all the extra power made possible by **digital-edition** technology:

- **Eye-catching animation**
- **Audio and video detailing**
- **Active links to a product web site**
- **Direct interactivity with the reader**

All at **value added rates** that create high-impact, low cost exposure for you and your clients.

— Our **print** subscribers like the familiarity, convenience and high graphic quality of print.

— Our **digital-edition** readers appreciate the searchability of this format, the convenience of active hyperlinks that tie it into the web and the easy way they can share articles with colleagues.

You'll appreciate the reach and power of having both at your disposal.

Make sure your clients are represented!

Contact your AAFP/FPM Sales Team at 201-288-4440; NJ_Sales@aafp.org.

*Distributed by e-mail to AAFP customers and other healthcare professionals. Distributed in print by paid subscription. Estimated total distribution for July/August 2010 issue (127,000 electronic; 2,830 print).