

AFP Podcast Advertising Policies and Procedures

The *AFP* Podcast will run ads, albeit with the following policies and procedures. The general guiding principle is that ads will be approved by the VP of AAFP Journal Media and the editors of the podcast and the *AFP* journal. Advertising on the *AFP* Podcast will promote a useful service or item for listeners and critically will not be sponsored by drug or medical device companies. These exceptions are in consideration of the *AFP* Podcast's developmental domain, the academic environment of an educational residency program.

Ads will be distinctively separate from content.

- Podcast hosts will not record ads, although podcast hosts may on occasion thank sponsors.
- Advertising messages will be recorded by AAFP staff and not by medical editors. Advertising will appear at the beginning of the podcast and at the midpoint (or "mid-roll").
- Individual ads will last about 15 seconds or less.
- Advertisers will have no influence over podcast content, including bonus episodes.

Ad approval

- Ads must conform to *AFP*'s published advertising policies: <https://www.aafp.org/afp/advertisers>
- Ads will be reviewed by the VP of AAFP Journal Media, the *AFP* editor, and the *AFP* Podcast editor, who must approve the ad.

General Templates for ads

For a one-time ad or series of ads:

The *AFP* Podcast is sponsored by the American Academy of Family Physicians. And by [followed by the written ad creative asset].

Preferred Advertising Sources

- CME courses
- Medical resources/companies, especially those that are evidence-based
- Medical software/apps, including EHR companies and, possibly, drug dosing apps
- Pharmacies
- Public health departments
- Physician recruitment, including locums company, recruiters, hospital systems, and not-for profit health systems
- Services, including insurance, retirement, financial institutions regarding money management

Updated: August 2026