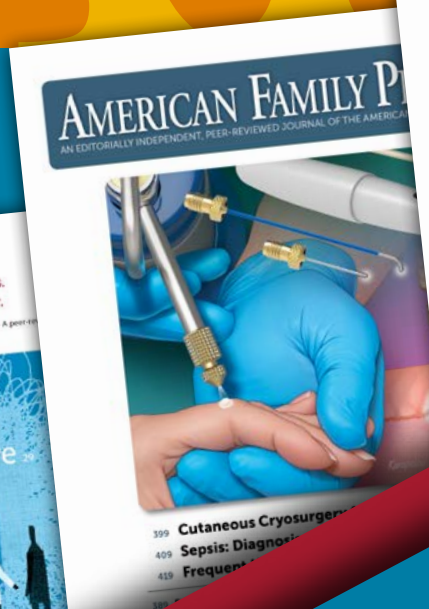


2021 MEDIA KIT

AMERICAN FAMILY PHYSICIAN®

FPM®



The Most
Trusted Brands
in Primary Care

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Always in their hands. Never lost in the stack.

Who We Are

The American Academy of Family Physicians (AAFP) is one of the largest medical organizations in the U.S., representing 136,700 family physicians, residents, and medical students, and is the only medical society devoted solely to primary care.

American Family Physician (AFP) is the official peer-reviewed journal of the AAFP, the most read,¹ editorially independent, evidence-based, clinical review journal in primary care. Published continuously since 1950, each issue provides up-to-date information on clinical topics, the latest diagnostic and therapeutic techniques, and summaries of practice guidelines from major medical organizations.

The journal is published twice a month, with a monthly publishing schedule beginning in July 2021, mailed to an audience of more than 180,000 primary care physicians, and generates more than 2.6 million online page views a month in the U.S. alone.²

AFP generates more than 2.6 million page views a month in the U.S. alone²

Required Reading. Cover-to-cover CME.

AFP isn't just read—it's studied. Every issue provides both the evidence-based, clinical review content that readers can put to use immediately in practice and the opportunity to earn valuable CME from cover-to-cover readership.

Primary care physicians complete more than 450,000 *AFP* Issue CME Quizzes each year.³

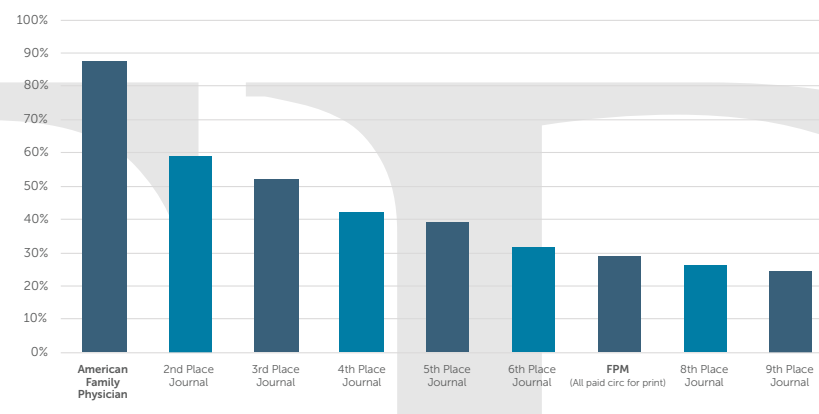
1. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 402

2. Adobe Analytics, 6 month average, Sept 2020 - Feb 2021

3. Quiz Usage Report, AFP CME Quiz Returns by Month Received, 2020

Total Readers Leading Publications

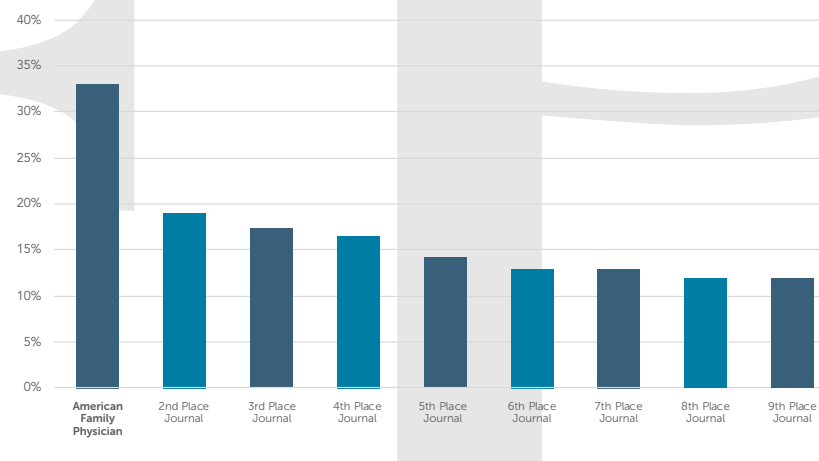
Trends: Family Medicine (Office)



Source: KANTAR Medical/Surgical Media Measurement, Fall 2020 Family Medicine, Table 405

Average Page Exposures Leading Publications

Trends: Primary Care (Office)



Source: KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 404

The #1 Media Brand in Primary Care

- #1 **Projected Average Issue Readers** (Office-Based) – Primary Care¹
- #1 **Average Page Exposure** (Office-Based) – Primary Care¹
- #1 **Essential Journal in Primary Care** (FP/IM)²
- #1 **Specialty-Specific Websites Visited** (Past 3 Months) Among PCPs and FPs/GPs³
- #1 **Top Websites Accessed for Professional Purposes** (Past 3 Months) Among FPs/GPs³
- #1 **Top Online and Offline Source Used for Scientific and Clinical Research** Among PCPs and FPs/GPs³
- #1 **Websites Used for Online Continuing Medical Education (eCME)** Among PCPs and FPs/GPs³
- #1 **High Readers** (Office-Based) – Primary Care⁵
- #1 **High Readers as a % of Total Readers** (Office-Based) – Primary Care⁵
- #1 **Most Visited Journal Website in Primary Care**⁴
- #1 **Total Readers** (Office-Based) – Primary Care⁵
- #1 **Cover-to-Cover Readership** (Office-Based) – Primary Care¹

1. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 404

2. The Matalia Group, The Essential Journal Study – Primary Care, June 2019

3. DRG Digital/Manhattan Research, Digital HCP Sources, June 2018

4. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 201

5. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 403

Wide-Ranging Opportunities for Non-Personal Promotion With *AFP*

Display Advertising

In print, online, in the journals' regular eNewsletters and eTOCs, display advertising is the cornerstone to your branding and non-personal promotion efforts.

Cover Tips and Outserts

Cover tips put your promotion right on the cover of *AFP*. Outserts offer a powerful alternative to direct mail to deliver your message to your target audience.

Content Marketing

Employ a variety of content marketing tactics to engage and educate primary care physicians, build awareness, and position your company as a thought leader.

Sponsored Resource Center

Your educational materials (white papers, videos, slide shows) are hosted on aafp.org and distributed through journal eNewsletters and eTOCs, banner ads on the website, and through a regular AAFP member eNewsletter.

Advertorials

Information-rich promotion, designed to educate rather than sell, is highly valued by physicians and accepted by *American Family Physician*.

Podcast Sponsorships

The *AFP* Podcast is frequently in the top 15 of all medical podcasts on iTunes. It has an average 5.0 star rating (532 reviews) on iTunes. Educational, philanthropic, and recruitment messages are welcome and are played at the top of each episode.

Sponsored Subscriptions

Generate goodwill and exceptional promotional visibility by sponsoring a print subscription to *AFP* or its sister practice-improvement journal, *FPM*.



Expand your reach to a highly engaged, fully paid audience!

AFP's award-winning sister journal, *FPM* (formerly *Family Practice Management*), shows physicians how to deliver exceptional patient care, enhance efficiency and revenue, and increase their professional satisfaction. Peer-reviewed CME content focuses on providing practical solutions to the challenges they face every day.

***FPM* insertions count toward earned frequency in *AFP*, and vice-versa.**

Digital (App Edition) Advertising for Tablets & Smartphones

At no extra charge, run-of-book advertisements appearing in the journal's print edition are entitled, at the request of the advertiser, to run in the digital/app edition of that same issue.

Classified and Recruitment Advertising

Contact Community Brands, AAFP Classified Ad Sales Team
727-497-6568 or aafp@communitybrands.com

See page 20 for more opportunities available from the American Academy of Family Physicians.

AMERICAN FAMILY PHYSICIAN®

AN EDITORIALY INDEPENDENT, PEER-REVIEWED JOURNAL OF THE AMERICAN ACADEMY OF FAMILY PHYSICIANS

April 1, 2020

AMERICAN FAMILY PHYSICIAN®

AN EDITORIALY INDEPENDENT, PEER-REVIEWED JOURNAL OF THE AMERICAN ACADEMY OF FAMILY PHYSICIANS

May 1, 2020



- 530 **Tickborne Diseases: Diagnosis and Management**
- 542 **Chronic Dyspnea: Diagnosis and Evaluation**
- 551 **Endometrial Biopsy: Tips and Pitfalls**

- 518 Editorials: COVID-19
- 521 AFP Clinical Answers
- 527 Cochrane for Clinicians
- 557 Implementing AHRQ Effective Health Care Reviews

- 564 Diagnostic Tests: What Physicians Need to Know
- 567 Photo Quiz
- 569 Practice Guidelines
- 519 CME Quiz is worth 7 credits.



AMERICAN ACADEMY OF
FAMILY PHYSICIANS
www.aafp.org/afp

Primary Care's Most Trusted Media Brand

- 419 **Diagnosis and Management**
- 389 Editorials: 70 Years of AFP
- 393 Cochrane for Clinicians
- 398 AFP Clinical Answers
- 429 Photo Quiz
- 432 FPIN's Clinical Inquiries
- 434 POEMs
- 440 Practice Guidelines
- 391 CME Quiz is worth 6 credits.

AFP Print Advertising Rates, Specifications

Full-Run, Run-of-Book Rates RATES EFFECTIVE JANUARY 1, 2021

AFP Full-Run Rates																
FULL-RUN RATES	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
1 PAGE	\$15,770	\$15,460	\$15,140	\$14,990	\$14,830	\$14,670	\$14,280	\$14,120	\$14,040	\$13,960	\$13,880	\$13,720	\$13,570	\$13,410	\$13,250	\$13,090
2/3 PAGE	\$11,830	\$11,600	\$11,360	\$11,240	\$11,130	\$11,010	\$10,710	\$10,590	\$10,530	\$10,470	\$10,420	\$10,300	\$10,180	\$10,060	\$9,940	\$9,820
1/2 PAGE	\$11,040	\$10,820	\$10,600	\$10,490	\$10,380	\$10,270	\$10,000	\$9,890	\$9,830	\$9,780	\$9,720	\$9,610	\$9,500	\$9,390	\$9,280	\$9,170
1/3 PAGE	\$7,890	\$7,740	\$7,580	\$7,500	\$7,420	\$7,340	\$7,150	\$7,070	\$7,030	\$6,990	\$6,950	\$6,870	\$6,790	\$6,710	\$6,630	\$6,550

Color Charges CHARGE PER COLOR PER PAGE OR FRACTION

Individual Color Process.....	\$1,490
Matched Color	\$2,300
Matched Color-Metallic	\$2,800
Three- and Four-Color Process	\$3,590
Five-Color (4-color process + nonmetallic matched).....	\$5,870
Six-Color (4-color process + two nonmetallic matched).....	\$8,150

Preferred Position Rates

2nd Cover (PREMIUM ON B/W SPACE ONLY).....	50%
3rd Cover (PREMIUM ON B/W SPACE ONLY).....	10%
4th Cover (PREMIUM ON B/W SPACE ONLY).....	70%
Opposite Table of Contents (PREMIUM ON B/W SPACE ONLY)	15%
Following Newsletter (PREMIUM ON B/W SPACE ONLY)	10%
Preceding Lead Article (PREMIUM ON B/W SPACE ONLY)	10%
Consecutive Right-hand Pages (PREMIUM ON FULL OR FRACTIONAL)	5%

AFP Full-Run Inserts																
FULL-RUN INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
2-PAGE	\$32,960	\$32,320	\$31,650	\$31,330	\$31,000	\$30,670	\$29,850	\$29,520	\$29,350	\$29,180	\$29,010	\$28,680	\$28,370	\$28,030	\$27,700	\$27,360
4-PAGE	\$65,610	\$64,320	\$62,990	\$62,360	\$61,700	\$61,030	\$59,410	\$58,740	\$58,410	\$58,080	\$57,750	\$57,080	\$56,460	\$55,790	\$55,120	\$54,460
6-PAGE	\$97,940	\$96,010	\$94,020	\$93,090	\$92,100	\$91,110	\$88,680	\$87,690	\$87,190	\$86,700	\$86,200	\$85,210	\$84,270	\$83,280	\$82,290	\$81,290
8-PAGE	\$129,950	\$127,400	\$124,760	\$123,520	\$122,200	\$120,890	\$117,670	\$116,350	\$115,690	\$115,040	\$114,380	\$113,060	\$111,820	\$110,500	\$109,180	\$107,870

FULL-RUN RATE INFORMATION

FULL-RUN, RUN-OF-BOOK RATES Effective Rate Date: January 1, 2021. Agency commission: 15% of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date. · **Short Rates and Rebates:** Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated, except for those who qualify for the Guaranteed Frequency Plan. Advertisers who exceed their contracted frequency will be rebated. All paid pages count toward earned frequency rate, whether demo or FULL-RUN.

Bleed: No charge. · **First-time advertisers:** First-time advertisers/agencies are required to prepay first advertising ad campaign or first digital month to ensure placement. Call Advertising Services at (201) 288-4440 for more information.

EARNED RATES Policy: Rates subject to change with 90-DAYS NOTICE. Frequency discounts are based on the actual number of paid pages placed during one contract year. Full-page or fractional units are counted as one page. Split-run pages count toward the earned rate as one page. Contracts are accepted with the understanding that rates will be guaranteed beyond the last issue closed. · Advertising is sold only at

earned published rates. Contracts and insertion orders issued for units at less than published rates are not accepted. · **Combined Frequency Savings:** All pages in AFP and FPM combine to determine an advertiser's earned frequency. Each \$10,000 spent online counts as one unit toward frequency. · **Prescribing Information (PI)/Important Safety Information (ISI) Discount:** Advertisers earn a 50% discount starting with the 3rd PI/ISI page.

AFP Split-Run Rates																
50% OR LESS OF FULL CIRC.	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
1 PAGE	\$10,410	\$10,210	\$10,000	\$9,900	\$9,790	\$9,690	\$9,430	\$9,320	\$9,270	\$9,220	\$9,170	\$9,060	\$8,960	\$8,860	\$8,750	\$8,640
2/3 PAGE	\$7,810	\$7,660	\$7,500	\$7,420	\$7,350	\$7,270	\$7,070	\$6,990	\$6,950	\$6,920	\$6,880	\$6,800	\$6,720	\$6,640	\$6,570	\$6,490
1/2 PAGE	\$7,290	\$7,150	\$7,000	\$6,930	\$6,860	\$6,780	\$6,600	\$6,530	\$6,490	\$6,460	\$6,420	\$6,350	\$6,270	\$6,200	\$6,130	\$6,060
1/3 PAGE	\$5,210	\$5,110	\$5,010	\$4,950	\$4,900	\$4,850	\$4,720	\$4,670	\$4,640	\$4,620	\$4,590	\$4,540	\$4,490	\$4,430	\$4,380	\$4,330

AFP Split-Run Color Rates CHARGE PER COLOR PER PAGE OR FRACTION

Individual Color Process.....	\$1,030	Three- and Four-Color Process	\$2,500
Matched Color	\$1,600	Five-Color (4-color process + nonmetallic matched).....	\$4,070
Matched Color-Metallic	\$1,940	Six-Color (4-color process + two nonmetallic matched).....	\$5,650

AFP Split-Run Inserts																
INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X	84-X	96-X	120-X	144-X	192-X	240-X	288-X
2-PAGE	\$21,760	\$21,340	\$20,900	\$20,700	\$20,470	\$20,260	\$19,710	\$19,480	\$19,380	\$19,270	\$19,170	\$18,940	\$18,730	\$18,520	\$18,290	\$18,060
4-PAGE	\$43,310	\$42,480	\$41,600	\$41,190	\$40,730	\$40,320	\$39,230	\$38,780	\$38,570	\$38,360	\$38,150	\$37,690	\$37,280	\$36,860	\$36,400	\$35,950
6-PAGE	\$64,650	\$63,410	\$62,100	\$61,480	\$60,800	\$60,180	\$58,570	\$57,880	\$57,570	\$57,260	\$56,950	\$56,270	\$55,650	\$55,030	\$54,340	\$53,660
8-PAGE	\$85,780	\$84,140	\$82,400	\$81,580	\$80,670	\$79,850	\$77,710	\$76,800	\$76,390	\$75,980	\$75,570	\$74,660	\$73,840	\$73,010	\$72,100	\$71,200

COVERS, PREMIUM POSITIONS Covers and premium 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. · Premium position advertisers cannot be guaranteed more than two pages of separation from a competitor. · Cancellation of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.

INSERT SPECIFICATIONS **A. Availability:** All inserts are subject to approval. Sample must be provided for review. · **B. Acceptance:** No BRCs are accepted. 100 lb text stock maximum. Approval will be granted prior to space closing; inserts must be delivered to the printer two weeks prior to issue date. Variations from standard inserts will be accepted only after prior approval and at the discretion of the publisher. A special charge may be added for handling. · 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. Short-fold inserts are limited to a maximum of four for each issue. ·

Short-fold inserts are accepted on a first-come, first-served basis upon receipt of a written insertion order.

C. 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 foot; trim is 1/8" each side.

D. Quantity: FULL-RUN is 200,000, which includes spoilage and 1,000 for publisher's use. For more information, contact the Advertising Sales Office at (201) 288-4440.

SPLIT-RUN RATE INFORMATION

COVER TIPS Your message displayed on a cover tip offers premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact sales for availability and pricing at AAFF_NJ@aafp.org or (201) 288-4440. · **Specifications for a standard 2-page/single-leaf cover tip:** · Standard size (w x h): 7.5" x 5.5" · Stock: 100# text · For custom sizes, pita pockets, and multi-page units, please contact sales.

OUTSERTS Outserts offer an effective and cost-efficient method to deliver your message directly to your target audience. Outserts ride along with the journal in a clear polybag, making them visible when the journal is received. Availability is limited. Contact sales for pricing at AAFF_NJ@aafp.org or (201) 288-4440.

ACCEPTANCE, PRICING, PRODUCTION Requirements and Cancellation Acceptance: Content must be reviewed and approved in advance. Reservations only accepted on a firm order in advance. · **Pricing:** Based on a net cost-per-piece basis based on the quantity, size, weight, and format of the unit. **Production Requirements:** Please send two mock-ups for approval to: Quad; Attn: Marty Plotky for AFP; N61 W23044 Harry's Way; Sussex, WI 53089. Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close deadline, no charge; 30-60 days prior to issue ad close deadline, 50% of contract rate; 30 days or less prior to issue ad close deadline, 100% of contract rate.

Premium Visibility Targeted Programs

Cover Tips

Your message displayed on a cover tip offers premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact sales for availability and pricing at AAFP_NJ@aafp.org or (201) 288-4440. Specifications for a standard 2-page/single-leaf cover tip:

- Maximum size: 7.5" x 5.5"
- Minimum size: 5" x 5"
- Stock: 100 lb text
- Max. weight: 2 pages (single leaf)
- For custom sizes, pita pockets, and multipage units, please contact sales.

Outserts

Outserts offer an effective and cost-efficient method to deliver your message directly to your target audience. Outserts ride along with the journal in a clear polybag, making them clearly visible when the journal is received. Availability is limited. Contact sales for pricing at AAFP_NJ@aafp.org or (201) 288-4440.

- Maximum size: 7.75" x 10.5"
- Minimum size: 7.75" x 5.25"
- Stock: 120 lb text
- Max. weight: 2 pages (single leaf)
- For custom sizes, pita pockets, and multipage units, please contact sales.

Acceptance, Pricing, Production Requirements, and Cancellation

Policies: See page 18 for all advertising acceptance, format, and business policies.

Acceptance: Content must be reviewed and approved in advance. Reservations only accepted on a firm order in advance.

Pricing: Based on a net cost-per-piece basis based on the quantity, size, weight, and format of the unit.

Production Requirements: Please send two mock-ups for approval to: Quad; Attn: Marty Plotky for AFP; N61 W23044 Harry's Way; Sussex, WI 53089. Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close deadline, no charge; 30-60 days prior to issue ad close deadline, 50% of contract rate; 30 days or less prior to issue ad close deadline, 100% of contract rate.

Advertising Discount Programs

Buy 6, Get 7th Free

Run in any six issues with a full-run, run-of-book display ad or insert, and receive the 7th ad free!

(Free ad up to the same size as the six paid ads. Not available for outserts or cover tips.)

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 that payment is received at the publisher's office within 15 days of invoice date. The credit will only be applied to future insertions.

2020 Ad Units	2021 Discount
72 -105	1%
106-150	2%
151-255	3%
256-315	4%
316 or more	5%

Corporate Rewards

An individual advertiser (and its divisions or subsidiaries) whose 2020 accumulative ad units in AFP, FPM, and associated publisher billings equal 72 units or more will earn a discount on gross billings in 2021 (see chart). Corporate Rewards are taken after all other discounts. An individual advertiser (and its divisions or subsidiaries) whose 2020 accumulative ad units in AFP, FPM, and associated publisher billings equal 316 or more units qualifies to receive, in lieu of all other discounts, a total discount of 5% on the gross billings of AFP and FPM in 2021. 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 2021 will receive all standard discounts for which the advertiser is qualified.

Guaranteed Frequency Plan

Corporate Rewards advertisers qualify for a guaranteed frequency equal to one (1) 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.

Prescribing Information (PI)/ Important Safety Information (ISI) Discount

Advertisers earn a 50% discount starting with the 3rd PI/ISI page.

AFP Production

First Issue: January 1970

Issuance: Published 18 times per year

Issue Dates: Twice monthly (1st and 15th, Jan-Jun); once monthly (Jul-Dec)

Mailing Date/Class: One week following issue date/Periodicals

Production Deadlines				
ISSUE	QUAD JOB NUMBERS	SPACE CLOSING	ROB MATERIAL DUE	INSERTS/ OUTSERTS/ COVER TIPS DUE
Jan 1	C003AT0	12/01/20	12/04/20	12/11/20
Jan 15	C02XAK0	12/14/20	12/15/20	12/22/20
Feb 1	C10A140	01/01/21	01/06/21	01/13/21
Feb 15	C10A150	01/15/21	01/20/21	01/27/21
Mar 1	C10A130	02/01/21	02/03/21	02/10/21
Mar 15	C10A120	02/15/21	02/17/21	02/24/21
Apr 1	C10A160	03/01/21	03/05/21	03/12/21
Apr 15	C10A180	03/15/21	03/19/21	03/26/21
May 1	C10A170	04/01/21	04/02/21	04/09/21
May 15	C10A1A0	04/15/21	04/16/21	04/23/21
Jun 1	C10MY60	05/01/21	05/05/21	05/12/21
Jun 15	C10A190	05/15/21	05/21/21	05/28/21
Jul	C10A1E0	06/15/21	06/18/21	06/25/21
Aug	C10A1H0	07/15/21	07/21/21	07/28/21
Sep	C10A1R0	08/15/21	08/20/21	08/27/21
Oct	C10A1K0	09/15/21	09/17/21	09/24/21
Nov	C10A1P0	10/15/21	10/20/21	10/27/21
Dec	C10A1T0	11/15/21	11/17/21	11/24/21

Issue and Closing Dates

- Insertion orders and all reproduction materials are due as indicated in the production deadlines table. For dates that fall on weekends or holidays, use the next business day.
- No cancellations after closing date of publication.

Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles. Advertising placement is split equally between the first- and second-half.

Ad Space Sizes

Full page7" x 10"
2/3 page4 ³ / ₈ " x 10"
1/2 page vertical3 ¹ / ₄ " x 10"
1/2 page horizontal7" x 4 ¹ / ₂ "
1/3 page vertical2 ¹ / ₈ " x 10"

Bleed Ad Space Sizes

Full page8" x 10 ³ / ₄ "
2/3 page4 ³ / ₄ " x 10 ³ / ₄ "
1/2 page vertical3 ⁷ / ₈ " x 10 ³ / ₄ "
1/2 page horizontal8" x 5 ¹ / ₈ "
1/3 page vertical2 ³ / ₄ " x 10 ³ / ₄ "

Keep live matter ³/₈" away from trim edges.
Trim size of magazine: 7³/₄" x 10¹/₂"

Mechanical Requirements

Paper Stock

Inside pages (body pages): 34# UPM Cote

Covers: 100# Sterling Ultra Gloss C2S

Type of Binding: Perfect bound

Specifications

AFP is printed web offset.

- Format files as PDF/X-1a
- Flatten transparencies
- All images at least 300 dpi
- 4/C solids should not exceed ink density of 320%
- Single-page size should not exceed bleed size
- Color bars, crop, and registration marks must be kept outside the bleed size
- Prepare spread ads as individual pages
- After one year of storage, digital files will be deleted

To upload files, visit www.adshuttle.com/AAFP. One actual-size, SWOP-certified color proof is required and must match the digital file. Ship color proof to **Sussex Blue Soho, Attn: Connie Margraf/ Supplied PLUS, N64W23110 Main Street, Sussex, WI 53089**. For digital specifications, contact AFP Production at: btaylor@aaafp.org.

Insert, Cover Tip, and Outsert Shipping

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

Insert shipments that do not meet requirements are subject to additional charges. Contact the Production Department at btaylor@aaafp.org or (913) 906-6294 for Quad job number or additional information.

Ship prepaid. C.O.D. not accepted. Send to:

Quad
Attn: Receiving
N61 W23044 Harry's Way
Sussex, WI 53089

NOTE: EXCESS MATERIALS ARE DESTROYED AFTER PRINTING OF EACH ISSUE.

AFP Editorial

General Editorial Direction

AFP's mission is to empower family physicians to improve the health of patients and communities as the leading source of medical information while advancing science and health equity. For more information, visit <https://www.aafp.org/journals/afp/about.html>.

CME Credit

AFP offers CME credits free in each issue. The CME quiz that readers complete covers most of the issue content, therefore encouraging cover-to-cover reading.

Editorial Department Features

AFP Clinical Answers, AHRQ: Effective Health Care Reviews, CME Quiz, Cochrane for Clinicians, Curbside Consultation, Diagnostic Tests, Diary of a Family Physician, Editorials, FPIN's Clinical Inquiries, FPIN's Help Desk Answers, Graham Center Policy One-Pagers, Letters to the Editor, Low Right Care, Medicine by the Numbers, Photo Quiz, POEMs, Point-of-Care Guides, Practice Guidelines, Putting Prevention into Practice, STEPS: New Drug Reviews, U.S. Preventive Services Task Force.

Clinical Review Articles

Number of clinical review articles per month: Six

Length of articles: Six to ten pages

(All clinical review articles include CME credit.)

Origin of Editorial (Three-year average)

Staff written: 10%, written by MD editors under contract

Solicited: 71%

Unsolicited: 29%

Peer review: All articles are peer reviewed by family physicians, plus some additional subspecialist reviewers.

Rejection rate: 27% for clinical review articles



AFP Circulation

Definition of Recipient Qualification

Qualified recipients are family physicians, including medical teachers, selected office-based practitioners, selected direct patient care office- and hospital-based general internists of family medicine osteopaths, Academy 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.

Circulation Verification

A. Audit: BPA statement for Jan 1, 2021 issue. For semiannual circulation updates, visit www.bpaww.com.

B. Mailing house: MMS, Inc.

Coverage and Subscriptions

A. See the table to the right for a breakdown of circulation by classification of reader.

B. Controlled: 41%; Paid: 3%; Requested: 56%

C. Subscription price in U.S.: \$290; Canada: \$400; Foreign: \$500

D. Institutional price: Quote upon request

E. Medical students, residents, health care professionals, and office management staff in U.S.: \$185; Canada: \$285; Foreign: \$390

Family Physicians

Office Based	74,597
First Year Residents	1,572
Residents Other	4,298
Fulltime Hospital Staff	7,148
Other Professional Activities	14,141
Total Family Physicians	116,164

General Practitioners

Office Based	1,832
Fulltime Hospital Staff	27
Other Professional Activities	453
Total General Practice	2,325

Internists

Office Based	49,463
Residents Other	2
Fulltime Hospital Staff	372
Other Professional Activities	90
Total Internists	49,962

Osteopaths in Family Medicine

Office Based	11,484
Hospital-based	2,565
Total Osteopaths	15,236

Others

AAFP Members in Other Specialties or at Foreign Addresses	19,171
Foreign	535
AAFP Student Members	1,508
Total Other	21,214

Total Qualified	189,132
Paid Subscriptions	6,332
Grand Total	195,464

FPM Print Advertising Rates, Specifications, and Discounts

Full-Run, Run-of-Book Rates RATES EFFECTIVE JANUARY 1, 2021

FPM Full-Run, Run-of-Book Rates							
B&W RATES	1-X	6-X	12-X	18-X	24-X	36-X	48-X
1 PAGE	\$3,560	\$3,480	\$3,360	\$3,250	\$3,160	\$3,040	\$2,930
2/3 PAGE	\$2,700	\$2,620	\$2,530	\$2,460	\$2,380	\$2,290	\$2,210
1/2 PAGE	\$2,500	\$2,440	\$2,370	\$2,280	\$2,210	\$2,140	\$2,070
1/3 PAGE	\$1,800	\$1,750	\$1,710	\$1,640	\$1,600	\$1,550	\$1,480

Full-Run Insert Rates

FPM Full-Run Insert Rates							
B&W RATES	1-X	6-X	12-X	18-X	24-X	36-X	48-X
2 PAGE	\$7,120	\$7,140	\$6,720	\$6,490	\$6,310	\$6,080	\$5,850
4 PAGE	\$14,230	\$13,900	\$13,440	\$12,980	\$12,610	\$12,150	\$11,690
6 PAGE	n/a	\$20,850	\$20,160	\$19,470	\$18,910	\$18,230	\$17,540
8 PAGE	n/a	\$27,790	\$26,880	\$25,960	\$25,210	\$24,300	\$23,380

Color Charges CHARGE PER COLOR PER PAGE OR FRACTION

Individual Color Process	\$170
Matched Color	\$340
Matched Color-Metallic	\$580
Three- and Four-Color Process	\$810
Five-Color Process (4-color process + nonmetallic matched)	\$920
Six-Color Process (4-color process + two nonmetallic matched)	\$1,260

■ FULL-RUN RATE INFORMATION

FULL-RUN, RUN-OF-BOOK RATES Effective Rate Date: January 1, 2021. Agency commission: 15% of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date. **Short Rates and Rebates:** Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated except for those who qualify for the Guaranteed Frequency Plan. Advertisers who exceed their contracted frequency will be rebated. All paid ad pages count toward earned frequency rate.

Bleed: No charge. **First-time Advertisers:** First-time advertisers/agencies must complete a credit application and prepay advertising to

ensure placement. Call Advertising Services at (201) 288-4440 for more information.

EARNED RATES Policy: Rates subject to change with 90-days notice. Frequency discounts are based on the actual number of paid pages placed during one contract year. Full-page or fractional units are counted as one page. Split-run pages run in *AFP* count toward the earned rate as one page. Contracts are accepted with the understanding that rates will be guaranteed beyond the last issue closed. Advertising is sold only at earned published rates.

Contracts and insertion orders issued for units at less than published rates are not accepted. **Combined Frequency Savings:** Insertions in *FPM* count toward earned frequency in *American Family Physician (AFP)*.

Preferred Position Rates

2nd Cover (PREMIUM ON B/W SPACE ONLY)	35%
3rd Cover (PREMIUM ON B/W SPACE ONLY)	10%
4th Cover (PREMIUM ON B/W SPACE ONLY)	45%
Opposite Table of Contents (PREMIUM ON B/W SPACE ONLY)	15%
Preceding Lead Article (PREMIUM ON B/W SPACE ONLY)	10%
Consecutive Right-hand Pages (FULL OR FRACTIONAL)	5%

Each ROB advertising page counts as three (3) units in *AFP*. A 2-page spread counts as six (6) units in *AFP*. Each fractional unit, regardless of size, counts as three (3) units in *AFP*. **COVERS, PREMIUM POSITIONS:** Covers and positions are sold annually on a contract basis to individual advertisers. Premiums are charged on one page of the ad unit when multiple page units are acceptable. Covers and positions near other positions are not bound by normal product conflict guidelines. Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.



FPM Production

First Issue: October 1993

Issuance: Published six (6) times per year

Issue Dates: Bi-monthly as combined issues

Mailing Date/Class: Second week following issue date/Periodicals

Production Deadlines		
ISSUE	SPACE CLOSING DATE	MATERIALS CLOSING DATE
Jan/Feb	Dec 1	Dec 10
Mar/Apr	Feb 1	Feb 12
May/Jun	Apr 1	Apr 14
Jul/Aug	Jun 1	Jun 14
Sep/Oct	Aug 1	Aug 12
Nov/Dec	Oct 1	Oct 14

Ad Space Sizes

Ad Space Sizes

Full page7" x 10"
2/3 page4³/₈" x 10"
1/2 page vertical3¹/₄" x 10"
1/2 page horizontal7" x 4¹/₂"
1/3 page vertical2¹/₈" x 10"

Bleed Ad Space Sizes

Full page8" x 10³/₄"
2/3 page4³/₄" x 10³/₄"
1/2 page vertical3⁷/₈" x 10³/₄"
1/2 page horizontal8" x 5¹/₈"
1/3 page vertical2³/₄" x 10³/₄"

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

Trim size of magazine: 7³/₄" x 10¹/₂"

Issue and Closing Dates

- Insertion orders and all reproduction materials are due as indicated in production deadlines table. For dates that fall on weekends or holidays, use the next business day.
- No cancellations after closing date of publication.
- Send insertion orders to: AAFP_NJ@aaafp.org

Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles. Advertising placement is split equally between the first- and second-half.

Mechanical Requirements

Paper Stock

Inside pages (body pages): 60#

Covers: 80#

Type of Binding: Perfect bound

Specifications

File types accepted are PDF/X-1a or PDF.

Email files to btaylor@aaafp.org.

- Format files as PDF/X-1a
- Flatten transparencies
- All images at least 300 dpi
- 4/C solids should not exceed ink density of 320%

- Single-page size should not exceed bleed size
- Color bars, crop, and registration marks must be kept outside the bleed size
- Prepare spread ads as individual pages
- After one year of storage, digital files will be deleted

One actual-size, SWOP-certified color proof is required and must match the digital file. Contact Bret Taylor at (913) 906-6294 or btaylor@aaafp.org for additional specifications.

Advertising Materials

Send PDFs to: btaylor@aaafp.org
and color proofs to:

FPM c/o American Academy of Family Physicians
Bret Taylor
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2680

Classified and Recruitment Advertising

Community Brands
AAFP Classified Ad Sales Team (727) 497-6568
AAFP@communitybrands.com

Digital (App Edition) Advertising for Tablets & Smartphones

1. Run-of-book advertisements appearing in the journal's print edition are entitled, by advertiser request, to run in the digital/app edition of that same issue in the "Print Replica" format. Alternatively, the advertiser may provide a different version of the ad to use in the digital/app edition up to the size of the original print ad.
2. Pre-printed inserts also qualify for inclusion in the digital/app versions, but separate ad materials must be provided. Contact *FPM* production at: btaylor@aafp.org for more details.
3. The publisher will make every attempt to keep the same running order, special positions, and competitive separation of advertisements in the digital versions as in the print edition but cannot guarantee this. The publisher's inability or failure to comply with the foregoing shall not relieve the agency or advertiser of its payment obligation.

FPM Editorial

The mission of *FPM* is to give family physicians the tools and information they need to maintain efficient and effective practices, enhance the patient experience, and maximize their professional satisfaction.

General Editorial Direction

FPM publishes articles designed to help family physicians with every aspect of their practice from patient satisfaction to personal satisfaction and from payment to patient care. *FPM* brings the resources of the AAFP to bear on the challenges that family physicians face. Each issue contains a quiz that AAFP members and paid subscribers can take to earn continuing medical education (CME) credit.

Award-Winning Content

FPM was honored by the American Society of Healthcare Publication Editors in 2019 with a Silver Award for Best Commentary and is a past winner of several ASHPE and Association Media and Publishing awards.

CME Credit

FPM offers at least five CME credits free in each issue. The CME quiz that readers complete covers most of the content of the issue, therefore encouraging cover-to-cover reading.

Patient Care Focus

Increasing demands from payers, employers, and patients for high-quality, cost-effective care have made efficient health care delivery more challenging and more important than ever. *FPM* authors describe proven approaches to managing the care of patients with chronic diseases, communicating effectively with patients, providing team-based care, and achieving quality metrics.

Coding and Billing Expertise

FPM's advice on diagnosis and procedure coding translates to dollars for readers. The complexity of the coding systems and ever-changing billing rules makes *FPM*'s coding and documentation advice invaluable.

Online Advertising Rates/Opportunities

#1 Journal Website in Family Medicine¹

The websites for *American Family Physician* (aafp.org/afp) and *FPM* (aafp.org/fpm) are industry leaders in primary care and family medicine. KANTAR rates *AFP* as the #1 "most-visited journal website" in primary care.¹ Per DRG | Manhattan Research, HCP Sources, 2018, *AFP* is rated #1 in the following categories:

- Top websites accessed for professional purposes (past 3 months) FP/GP
- Specialty-specific websites visited (past 3 months) among PCPs and FP/GP
- Top online and offline sources used for scientific and clinical research among PCPs and FP/GP
- Used for online Continuing Medical Education (eCME) among PCPs and FP/GP

KANTAR rates *FPM* as the #1 practice-improvement journal website in family medicine.¹ The combination makes *AFP/FPM* the perfect choice to reach/engage primary care physicians. Engagement: More than 134,000 AAFP members are registered users of the website.

AAFP.org COMBO, U.S. Only³

Page views	2,955,110
Visits	2,330,850

AAFP.org/afp, U.S. Only³

Page views	2,632,460
Visits	2,104,198

AAFP.org/fpm, U.S. Only³

Page views	322,650
Visits	232,759

1. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 201
2. DRG Digital | Manhattan Research, Digital HCP Sources, June 2018
3. Adobe Analytics, 6-month average, September 2020 - February 2021

Earned Frequency Discounts in *AFP* and *FPM*

Every \$10k purchased online on the aafp.org/afp and aafp.org/fpm websites equals one unit toward earned frequency in *AFP* and *FPM* in print. Every eTOC or eNewsletter placement with *AFP* and *FPM* counts as one unit toward frequency discounts in print.



Online Advertising Rates/Opportunities (continued)

AAFP.org Advertising Rates RATES EFFECTIVE JANUARY 1, 2021

AD UNIT	COST/BASIS	DISCOUNTS/OPTIONS
AFP/FPM Brand Combo Best Buy! (banners*)	\$115 CPM	5% Discount on 100K+ impressions per month
AFP/FPM Brand Combo Best Buy! Half page (300x600)	\$135 CPM	5% Discount on 100K+ impressions per month
Journal Brand Specific (banners*)	\$135 CPM	5% Discount on 100K+ impressions per month
Journal Brand Specific - Half page (300x600)	\$145 CPM	5% Discount on 100K+ impressions per month
Interstitial AFP/FPM Brand Combo	\$195 CPM	When purchased in conjunction with equivalent banner impressions in the same month
Interstitial Journal Brand Specific	\$215 CPM	When purchased in conjunction with equivalent banner impressions in the same month

*Leaderboard (728x90), medium box (300x250)

Website and eTOC Advertising Specifications

CREATIVE UNIT NAME	INITIAL DIMENSIONS (WxH IN PIXELS)	MAXIMUM EXPANDED DIMENSIONS (WxH IN PIXELS)	MAX INITIAL FILE LOAD SIZE	HOST-INITIATED SUBLOAD	ANIMATION/VIDEO GUIDELINES	Z-INDEX RANGES	UNIT-SPECIFIC NOTES
Expandable/Retractable	300x250 to 600x250, 300x600 to 600x600, 728x90 to 728x315	Expansion must be user-initiated	150 KB	300 KB	Minimum 24 fps for video 15-sec max length (unlimited user-initiated); 1.1 MB additional file size allowed for host-initiated video; unlimited size for user-initiated video)	5,000 - 1,999,999 (for entire ad unit)	Retract Feature = Either click to close/expand or enable Mouse-Off Retraction
Medium Rectangle (Non Expanding)	300x250	N/A	150 KB	Not allowed for this unit	15-sec max animation length; Max loop 3 times	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Leaderboard (Non Expanding)	728x90	N/A	150 KB	Not allowed for this unit	15-sec max animation length; Max loop 3 times	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Half Page (Non Expanding)	300x600	N/A	150 KB	Not allowed for this unit	15-sec max animation length; Max loop 3 times	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Smartphone Static Wide Banner	320x50	N/A	50 KB	Not allowed for this unit	15-sec max animation length; Video not allowed for this unit See "In-Banner Video" & Rich Media units below for video	0 - 4,999	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Between-the-Page (a.k.a. "Interstitial")	Variable	N/A	200 KB	300 KB	15-sec max animation length; Video not allowed for this unit See "In-Banner Video" & Rich Media units below for video	N/A unless the ad covers content on the target page, then use range for overlays: 6,000,000+	Label = "Advertisement" Font = 8pt (11px) by 16pt (21px); "Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) by 16pt (21px)
eTOC/Newsletter	300x250	N/A	N/A		130 characters Maximum looping (animation): 3 loops Maximum file size and required format: 200 kb; GIF Animated GIF files are accepted. In certain email applications, only a static image of the first frame of the animation will appear. Please ensure any branding and important information appears in the first frame.		Static Gif or JPEG Flash and rich media are not supported. Third party <noscript> tags are accepted if they render the actual GIF image and URL landing page. Tags rendering at 1 ppi are not accepted.
eTOC/Newsletter	Inline Text	N/A	N/A		Headline 50 characters, body copy 300 characters. Up to 2 URL links allowed		

Email Display and Inline Text Advertising

Distribution: Includes active AAFP member physicians and journal subscribers.

Semi-exclusive opportunity: Only one display ad (300x250 medium box) and one inline text ad (headline/copy = 350 characters) are accepted per newsletter or eTOC. High SOV.

All *AFP* and *FPM* box and text ads combine for the highest earned frequency. Advertising frequencies earned via print placements in *AFP* and *FPM* also apply toward earned frequency pricing for the eTOCs and eNewsletters.

EMAIL DISTRIBUTION	AFP ETOC/ ENEWSLETTER	FPM ETOC	FPM *QUICK TIPS*
Average Distribution	106,044	66,656	86,196
Frequency	2x/month	6x/year	Weekly
Specialty*			
Family Medicine	93%	99%	88%
Other Specialty	7%	6%	8%
Unknown or Not Applicable	4%	1%	7%
Designation*			
MD	62%	82%	75%
DO	13%	16%	15%
NP	1%	0%	1%
PA	2%	0%	1%
Other Designation	22%	2%	3%
Unknown	21%	1%	5%
* Specialties and Designations add to more than total due to multiple specialties and designations for many individuals			

AFP eTOC/eNewsletter Advertising Rates

	1-X	3-X	6-X	12-X	18-X	24-X
MEDIUM BOX (300x250)	\$9,400	\$8,940	\$8,510	\$8,040	\$7,620	\$7,250
INLINE TEXT AD	\$6,590	\$6,260	\$5,970	\$5,640	\$5,350	\$5,080
MED. BOX & INLINE TEXT	\$15,410	\$14,650	\$13,960	\$13,190	\$12,500	\$11,880

AFP eTOC/eNewsletter Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	AFP ETOC/ENEWSLETTER DELIVERY DATE
Jan 1 - eTOC	12/08/20	12/16/20	01/04/21
Jan 15 - eTOC	12/17/20	01/07/21	01/19/21
Feb 1 - eTOC	01/08/21	01/20/21	02/01/21
Feb 15 - eTOC	01/22/21	02/05/21	02/16/21
Mar 1 - eTOC	02/05/21	02/17/21	03/01/21
Mar 15 - eTOC	02/19/21	03/05/21	03/16/21
Apr 1 - eTOC	03/09/21	03/23/21	04/01/21
Apr 15 - eTOC	03/23/21	04/07/21	04/16/21
May 1 - eTOC	04/06/21	04/22/21	05/03/21
May 15 - eTOC	04/20/21	05/05/21	05/14/21
Jun 1 - eTOC	05/07/21	05/20/21	06/01/21
Jun 15 - eTOC	05/25/21	06/07/21	06/16/21
Jul - eNewsletter	06/08/21	06/22/21	07/01/21
Jul - eTOC	06/22/21	07/07/21	07/16/21
Aug - eNewsletter	07/09/21	07/21/21	07/30/21
Aug - eTOC	07/23/21	08/04/21	08/13/21
Sep - eNewsletter	08/10/21	08/23/21	09/01/21
Sep - eTOC	08/24/21	09/07/21	09/16/21
Oct - eNewsletter	09/07/21	09/22/21	10/01/21
Oct - eTOC	09/21/21	10/07/21	10/18/21
Nov - eNewsletter	10/08/21	10/20/21	10/29/21
Nov - eTOC	10/22/21	11/05/21	11/16/21
Dec - eNewsletter	11/08/21	11/18/21	12/01/21
Dec - eTOC	11/19/21	12/07/21	12/16/21

FPM eTOC Advertising Rates

	1-X	3-X	6-X	12-X	18-X	24-X
MEDIUM BOX (300x250)	\$6,850	\$6,320	\$6,020	\$5,690	\$5,390	\$5,120
INLINE TEXT AD	\$4,660	\$4,430	\$4,230	\$3,990	\$3,790	\$3,600
MED. BOX & INLINE TEXT	\$10,900	\$10,370	\$9,870	\$9,330	\$8,830	\$8,400

FPM eTOCs/eNewsletters Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jan - eNewsletter 1	12/02/20	12/14/20	01/06/21
Jan/Feb Issue - eTOC	12/11/20	12/22/20	01/13/21
Jan - eNewsletter 2	12/16/20	01/05/21	01/20/21
Jan - eNewsletter 3	01/06/21	01/12/21	01/27/21
Feb - eNewsletter 1	01/13/21	01/20/21	02/03/21
Feb - eNewsletter 2	01/20/21	01/27/21	02/10/21
Feb - eNewsletter 3	01/27/21	02/03/21	02/17/21
Feb - eNewsletter 4	02/03/21	02/10/21	02/24/21
Mar - eNewsletter 1	02/10/21	02/17/21	03/03/21
Mar/Apr Issue - eTOC	02/15/21	02/24/21	03/10/21
Mar - eNewsletter 2	02/24/21	03/03/21	03/17/21
Mar - eNewsletter 3	03/03/21	03/10/21	03/24/21
Mar - eNewsletter 4	03/10/21	03/17/21	03/31/21
Apr - eNewsletter 1	03/10/21	03/24/21	04/07/21
Apr - eNewsletter 2	03/17/21	03/31/21	04/14/21
Apr - eNewsletter 3	03/24/21	04/07/21	04/21/21
Apr - eNewsletter 4	03/31/21	04/14/21	04/28/21
May - eNewsletter 1	04/14/21	04/21/21	05/05/21
May/Jun Issue - eTOC	04/19/21	04/28/21	05/12/21
May - eNewsletter 2	04/28/21	05/05/21	05/19/21
May - eNewsletter 3	05/05/21	05/12/21	05/26/21
Jun - eNewsletter 1	05/12/21	05/18/21	06/02/21
Jun - eNewsletter 2	05/19/21	05/25/21	06/09/21
Jun - eNewsletter 3	05/26/21	06/02/21	06/16/21
Jun - eNewsletter 4	06/02/21	06/09/21	06/23/21
Jun - eNewsletter 5	06/09/21	06/16/21	06/30/21

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jul - eNewsletter 1	06/09/21	06/22/21	07/07/21
Jul/Aug Issue - eTOC	06/18/21	06/29/21	07/14/21
Jul - eNewsletter 2	06/23/21	07/07/21	07/21/21
Jul - eNewsletter 3	06/30/21	07/14/21	07/28/21
Aug - eNewsletter 1	07/14/21	07/21/21	08/04/21
Aug - eNewsletter 2	07/21/21	07/28/21	08/11/21
Aug - eNewsletter 3	07/28/21	08/04/21	08/18/21
Aug - eNewsletter 4	08/04/21	08/11/21	08/25/21
Sep - eNewsletter 1	08/11/21	08/18/21	09/01/21
Sep - eNewsletter 2	08/18/21	08/24/21	09/08/21
Sep/Oct Issue - eTOC	08/20/21	08/31/21	09/15/21
Sep - eNewsletter 3	09/01/21	09/08/21	09/22/21
Sep - eNewsletter 4	09/08/21	09/15/21	09/29/21
Oct - eNewsletter 1	09/15/21	09/22/21	10/06/21
Oct - eNewsletter 2	09/22/21	09/29/21	10/13/21
Oct - eNewsletter 3	09/29/21	10/06/21	10/20/21
Oct - eNewsletter 4	10/06/21	10/13/21	10/27/21
Nov - eNewsletter 1	10/13/21	10/20/21	11/03/21
Nov/Dec Issue - eTOC	10/18/21	10/27/21	11/10/21
Nov - eNewsletter 2	10/27/21	11/03/21	11/17/21
Nov - eNewsletter 3	11/03/21	11/10/21	11/24/21
Dec - eNewsletter 1	11/10/21	11/15/21	12/01/21
Dec - eNewsletter 2	11/17/21	11/22/21	12/08/21
Dec - eNewsletter 3	11/24/21	12/01/21	12/15/21

Advertising Policies and Principles

Advertising revenue in *AFP* and *FPM* is used to support the mission of the American Academy of Family Physicians.

The purpose of the AAFP's journals is to serve the medical profession and provide continuing medical education. The appearance of advertising may not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence editorial content.

Physicians, members, clinicians, patients and other stakeholders count on the AAFP journals to be authoritative, independent voices in the world of science and medicine. Public confidence in our objectivity is critical to carrying out our mission. The AAFP adheres to the code set forth by the Council of Medical Specialty Societies (CMSS) Code for Interactions With Companies, Standards for Advertising (Section 9.1) which states:

"Advertising in all Society publications should be easily distinguishable from editorial content (e.g., through labels and color-coding). Advertising should not be designed to look like scientific articles. In Society Journals, the placement of Advertising adjacent to articles or editorial content discussing the Company or product that is the subject of the ad should be prohibited. Advertising in Society Journals should be subject to review by the Editor-in-Chief and overseen by the Society. Society Journals and other Society publications that publish Advertising for CME activities or provide activities through which readers can earn CME credits should also comply with ACCME requirements for Advertising set out in the Standards for Commercial Support."

The following principles apply to all AAFP journal brands and platforms:

1. 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.
2. Products and services not explicitly covered by these policies will generally be accepted if they are determined to be in harmony with the stated purpose of the publication. However, the journal editor or publisher has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with its values, and to stop accepting any advertisement previously accepted.
3. Advertisements new to the AAFP journals require pre-approval before they can appear and must be submitted for review no later than 10 days before the closing date for the issue.
4. Advertising for the following categories is prohibited: Alcohol, tobacco, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a "miracle" cure or method, advertisements that make unsubstantiated health claims for the products advertised, and advertisements directed at children.
5. All ads must clearly and prominently identify the advertiser by logo, trademark, or signature.
6. The intentional placement of advertising adjacent to articles discussing the company or products in the same class as the advertised product is prohibited.
7. Ads that make comparative claims to competitive products must be substantiated by supporting data.
8. Products that require approval by the U.S. Food and Drug Administration for marketing must receive FDA 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.
9. Advertisers may be required to submit supporting documentation to substantiate claims. For products not regulated by the FDA or other government agency, technical and/or scientific documentation may be required.
10. Ads that make health claims for non-FDA approved nutritional supplements, foods, food additives, and other substances and devices with health claims must be substantiated by clinical studies acceptable to the journal's editors—generally meaning studies that have independent support in authoritative, evidence-based medical literature—and are subject to a literature review prior to acceptance. Such ads must additionally carry the following disclaimer: "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease."
11. The AAFP follows the American Medical Association's Code of Medical Ethics Opinion 8.063 regarding the sale of health-related products from physician's offices. Products must serve the immediate and pressing needs of their patients, be supported by evidence in peer-reviewed literature and other unbiased scientific sources that review evidence in a sound, systematic, and reliable fashion, and such sales must not present a financial conflict of interest for the physician or physician's practice.

12. The AAFP 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.

13. CME courses, seminars, and conferences are eligible for advertisement.

14. For enduring materials (e.g., books, audio- and videotapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.

15. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.

16. Advertorials: Longer form content created for commercial purposes may be harder for the average reader to readily distinguish as promotional. We define the word "advertorial" to mean an advertisement or other paid content that resembles editorial content in style, intent, and format. While *AFP* and *FPM* welcome such advertisements, we will publish no advertisement that, in the judgment of the publisher and editor, resembles our editorial content in form or format enough to be mistaken for an article.

The company or brand logo must appear prominently on the first page of the advertorial (or, in the case of an opening spread, somewhere on the spread) and display the word "ADVERTISEMENT" in 14 pt. bold type (min.), all caps, at the top center of each page, and are also subject to editor review.

The publisher must preapprove 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, so please factor this into your approval timetable. All other guidelines pertaining to advertising in the journals also apply to advertorials.

17. The journals further adhere 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).

18. The following online advertising formats are prohibited: Pop-ups and floating ads. Advertisements that collect personally identifiable information from visitors without their knowledge or permission. Ads that extend across or down the page without the visitor having clicked or rolled-over the ad. Ads that send visitors to another site without the visitor having clicked the ad.

19. Online advertisements, including sponsored content, must be clearly distinguishable from editorial content. Online ads will be labeled "advertisement" on the web sites.

20. Neither advertisers nor their agents may collect any personal information from the user except with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, pixels, applets, and other such files are prohibited if those files transmit any personally identifiable information to the advertiser or agent without the user's knowledge and permission.

Business Policies:

21. In consideration of publication of an ad, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless the publisher and 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.

22. 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.

23. Publisher is not responsible for incidental or consequential damage for errors in printing an ad.

24. 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.

25. Because editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.

26. In the event of nonpayment, advertiser and/or its advertising agency shall be jointly and severally liable for such monies as are due and payable to publisher.

27. Ads must conform to mechanical specifications as indicated in this rate card.

These advertising policies are not exhaustive and are subject to change at any time without notice.

More Opportunities with the AAFP

The American Academy of Family Physicians (AAFP) works with a variety of health care-focused companies that share our goal of providing family physicians, their care teams, and their patients with the best resources and education tools. We strive to ensure our partnership delivers a valuable, collaborative, and relevant experience by identifying win-win opportunities for everyone involved.

The AAFP provides numerous ways to connect and collaborate with the Academy and our members.

FAMILYDOCTOR.ORG

Familydoctor.org, our patient-focused site, is viewed by more than 150,000 unique visitors per month.

FOUNDATION CORPORATE PARTNER PROGRAM

Deepen your network within the family medicine community. Become a Corporate Partner with the AAFP Foundation—the philanthropic arm of the AAFP. Together, with Corporate Partners, we advance the values of family medicine for our members and the patients they serve.

EDUCATION

Collaborate with us on key sponsored opportunities to create, develop, and improve educational outcomes for family physicians, residents, and medical students as well as the patients they serve. We can work together to identify and develop practical, evidence-based tools and resources, as well as build on the AAFP's award-winning familydoctor.org website—a valuable patient and physician resource.

EVENT MARKETING

Increase your company's visibility and connect with members at high-profile events, including Family Medicine Experience (FMX), the AAFP's largest family medicine event of the year; National Conference of Family Medicine Residents and Medical Students; and the AAFP Chapter Leadership Conference.

AFFINITY PROGRAMS

Promote your products or professional services through dedicated and frequent promotional marketing channels, including the AAFP's Member Advantage Program.

To explore the many partnership opportunities through the AAFP or to learn more, contact:
strategicengagements@aafp.org
or (800) 274-2237, ext. 4445



**Widely
Read.
Deeply
Trusted.**

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