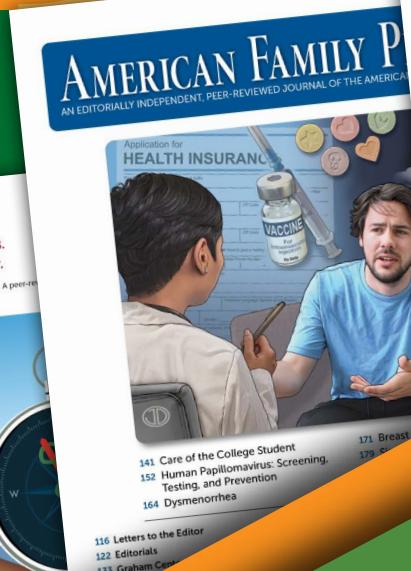
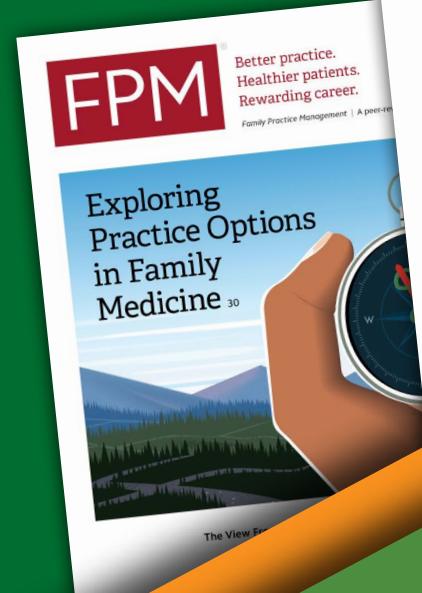


# 2022

# MEDIA KIT

AMERICAN FAMILY PHYSICIAN®

FPM®



The Most  
Trusted Brands  
in Primary Care



# 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 essential,<sup>1</sup> 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 once a month, mailed to an audience of more than 180,000 primary care physicians, and generates more than 2.9 million online page views a month in the U.S. alone.<sup>2</sup>

**AFP generates more than 2.9 million page views a month in the U.S. alone<sup>2</sup>**

## 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 440,000 *AFP* Issue CME Quizzes each year.<sup>3</sup>**

## The #1 Media Brand in Primary Care

- #1 **Essential Journal in Primary Care (FP/IM)<sup>4</sup>**
- #1 **Specialty-Specific Websites Visited (Past 3 Months) Among PCPs and FPs/GPs<sup>5</sup>**
- #1 **Top Websites Accessed for Professional Purposes (Past 3 Months) Among FPs/GPs<sup>5</sup>**
- #1 **Top Online and Offline Source Used for Scientific and Clinical Research Among PCPs and FPs/GPs<sup>5</sup>**
- #1 **Websites Used for Online Continuing Medical Education (eCME) Among PCPs and FPs/GPs<sup>5</sup>**

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

2. Adobe Analytics, 6 month average, Sept 2021 - Feb 2022

3. Quiz Usage Report, AFP CME Quiz Returns by Month Received, 2019-2021 average

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

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

# 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.

### FPM Sponsored Content

Have your content hosted on the AAFP's website on the FPM journal homepage and gain exposure to more than 136,700 registered users of the website, including family physicians, practice managers, family medicine nurses and more.



### Advertisorials

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.



## 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.

## Sponsored Subscriptions

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

## Classified and Recruitment Advertising

Contact Community Brands, AAFP Classified Ad Sales Team 727-497-6568 or [aafp@communitybrands.com](mailto:aafp@communitybrands.com)

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

# AFP Print Advertising Rates, Specifications

## Full-Run, Run-of-Book Rates RATES EFFECTIVE JANUARY 1, 2022

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	
1 PAGE	\$ 16,560	\$ 16,240	\$ 15,900	\$ 15,740	\$ 15,580	\$ 15,410	\$ 15,000	\$ 14,830	\$ 14,750	
2/3 PAGE	\$ 12,430	\$ 12,180	\$ 11,930	\$ 11,810	\$ 11,690	\$ 11,570	\$ 11,250	\$ 11,120	\$ 11,060	
1/2 PAGE	\$ 11,600	\$ 11,370	\$ 11,130	\$ 11,020	\$ 10,900	\$ 10,790	\$ 10,500	\$ 10,390	\$ 10,330	
1/3 PAGE	\$ 8,290	\$ 8,130	\$ 7,960	\$ 7,880	\$ 7,800	\$ 7,710	\$ 7,510	\$ 7,430	\$ 7,390	

Additional frequency rates are available. Contact your Account Manager for more information.

### Color Charge CHARGE PER COLOR PER PAGE OR FRACTION

Three- and Four-Color Process ..... \$3,700

### Premium 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	
2-PAGE	\$ 34,610	\$ 33,940	\$ 33,240	\$ 32,900	\$ 32,550	\$ 32,210	\$ 31,350	\$ 31,000	\$ 30,820	
4-PAGE	\$ 68,900	\$ 67,540	\$ 66,140	\$ 65,480	\$ 64,790	\$ 64,090	\$ 62,390	\$ 61,680	\$ 61,340	
6-PAGE	\$ 102,840	\$ 100,820	\$ 98,730	\$ 97,750	\$ 96,710	\$ 95,670	\$ 93,120	\$ 92,080	\$ 91,550	
8-PAGE	\$ 136,450	\$ 133,770	\$ 131,000	\$ 129,700	\$ 128,310	\$ 126,940	\$ 123,560	\$ 122,170	\$ 121,480	

Additional frequency rates are available. Contact your Account Manager for more information.

### FULL-RUN RATE INFORMATION

**FULL-RUN, RUN-OF-BOOK RATES Effective Rate Date:** January 1, 2022. 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. **Premium Cover positions:** may be split to US-only audiences for the full run rate plus a \$1,500 gross surcharge with prior approval. Contact Advertising Services at [sjezzard@wiley.com](mailto:sjezzard@wiley.com) 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. **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
<b>1 PAGE</b>	\$ 10,940	\$ 10,730	\$ 10,500	\$ 10,400	\$ 10,280	\$ 10,180	\$ 9,910	\$ 9,790	\$ 9,740
<b>2/3 PAGE</b>	\$ 8,210	\$ 8,050	\$ 7,880	\$ 7,800	\$ 7,720	\$ 7,640	\$ 7,430	\$ 7,340	\$ 7,300
<b>1/2 PAGE</b>	\$ 7,660	\$ 7,510	\$ 7,350	\$ 7,280	\$ 7,210	\$ 7,120	\$ 6,930	\$ 6,860	\$ 6,820
<b>1/3 PAGE</b>	\$ 5,480	\$ 5,370	\$ 5,310	\$ 5,200	\$ 5,150	\$ 5,100	\$ 4,960	\$ 4,910	\$ 4,880

Additional frequency rates are available. Contact your Account Manager for more information.

## AFP Split-Run Color Charge CHARGE PER COLOR PER PAGE OR FRACTION

Three- and Four-Color Process .....\$2,580

AFP Split-Run Inserts									
INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X	60-X	72-X
<b>2-PAGE</b>	\$ 22,850	\$ 22,410	\$ 21,950	\$ 21,740	\$ 21,500	\$ 21,280	\$ 20,700	\$ 20,460	\$ 20,350
<b>4-PAGE</b>	\$ 45,480	\$ 44,610	\$ 43,680	\$ 43,250	\$ 42,770	\$ 42,340	\$ 41,200	\$ 40,720	\$ 40,500
<b>6-PAGE</b>	\$ 67,890	\$ 66,590	\$ 65,210	\$ 64,560	\$ 63,840	\$ 63,190	\$ 61,500	\$ 60,780	\$ 60,450
<b>8-PAGE</b>	\$ 90,070	\$ 88,350	\$ 86,520	\$ 85,660	\$ 84,710	\$ 83,850	\$ 81,600	\$ 80,640	\$ 80,210

Additional frequency rates are available. Contact your Account Manager for more information.



**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 10.75". Trim size is 7.75" x 10.5". 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 sjezzard@wiley.com

### SPLIT-RUN RATE INFORMATION

Split-runs are not available for covers or premium positions.

**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 advertising sales for availability and pricing at AAFF-NJ@aafp.org or sjezzard@wiley.com.

**Specifications for a standard 2-page/single-leaf cover tip:** Standard size (w x h): 7.75" x 5.5". Stock: 100# text. For custom sizes, pita pockets, and multipage units, please contact sales.

**OUTSETS** 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 AAFP-NJ@aafp.org or sjezzard@wiley.com.

**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 *APP*; 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 advertising sales for availability and pricing at [AAFP\\_NJ@aafp.org](mailto:AAFP_NJ@aafp.org) or [sjezzard@wiley.com](mailto:sjezzard@wiley.com). Specifications for a standard 2-page/single-leaf cover tip:

- Maximum size: 7.75" x 5.5"
- Minimum size: 7.75" 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](mailto:AAFP_NJ@aafp.org) or [sjezzard@wiley.com](mailto:sjezzard@wiley.com).

- 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 Program

### 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 12 times per year

**Issue Dates:** Once monthly

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

## 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.

## Ad Space Sizes

Full page .....	7" x 10"
2/3 page .....	4 <sup>3</sup> / <sub>8</sub> " x 10"
1/2 page vertical .....	3 <sup>1</sup> / <sub>4</sub> " x 10"
1/2 page horizontal .....	7" x 4 <sup>1</sup> / <sub>2</sub> "
1/3 page vertical .....	2 <sup>1</sup> / <sub>8</sub> " x 10"

## Bleed Ad Space Sizes

Full page .....	8" x 10 <sup>3</sup> / <sub>4</sub> "
2/3 page .....	4 <sup>3</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
1/2 page vertical .....	3 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
1/2 page horizontal .....	8" x 5 <sup>1</sup> / <sub>8</sub> "
1/3 page vertical .....	2 <sup>3</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "

Keep live matter  $\frac{3}{8}$ " away from trim edges.

Trim size of magazine: 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>"

Production Deadlines					
ISSUE	QUAD JOB NUMBERS	DEMO AD LIST DUE AT MMS	SPACE CLOSING	ROB MATERIAL DUE	INSERTS/ OUTSERTS/ COVER TIPS DUE
Jan	C10A1U0	11/24/21	Dec 7	Dec 15	Dec 22
Feb	C205940	12/17/21	Jan 7	Jan 13	Jan 21
Mar	C205950	01/26/22	Feb 7	Feb 11	Feb 18
Apr	C205900	02/24/22	Mar 7	Mar 14	Mar 21
May	C205920	03/28/22	Apr 7	Apr 13	Apr 20
Jun	C205910	04/27/22	May 7	May 16	May 23
Jul	C205930	05/24/22	Jun 7	Jun 10	Jun 17
Aug	C205980	06/24/22	Jul 7	Jul 15	Jul 22
Sep	C205970	07/27/22	Aug 7	Aug 12	Aug 19
Oct	C2059A0	08/25/22	Sept 7	Sept 14	Sep 21
Nov	C205960	09/27/22	Oct 7	Oct 14	Oct 21
Dec	C205990	10/26/22	Nov 7	Nov 11	Nov 18

## 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](http://www.adshuttle.com/AAFP). One actual-size, SWOP-certified color proof is recommended 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@aafp.org](mailto:btaylor@aafp.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@aafp.org](mailto:btaylor@aafp.org) or (913) 906-6294 for 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, Lown 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:** 24% 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 July 2021 issue. For semiannual circulation updates, visit [www.bpaww.com](http://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.: \$300; Canada: \$415; Foreign: \$515
- D.** Institutional price: Quote upon request
- E.** Medical students, residents, health care professionals, and office management staff in U.S.: \$190; Canada: \$295; Foreign: \$400

<b>Family Medicine .....</b>	<b>116,840</b>
<b>Internal Medicine .....</b>	<b>49,338</b>
<b>Other Specialties .....</b>	<b>19,777</b>
<b>Total Qualified Copies to Physicians .....</b>	<b>185,955</b>
<b>Percent to Physicians .....</b>	<b>99.1%</b>
<b>Medical Students .....</b>	<b>1,620</b>
<b>Total Qualified Circulation .....</b>	<b>187,575</b>

# FPM Print Advertising Rates, Specifications

## Full-Run, Run-of-Book Rates RATES EFFECTIVE JANUARY 1, 2022

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	\$ 3,740	\$ 3,660	\$ 3,530	\$ 3,420	\$ 3,320	\$ 3,200	\$ 3,080
2/3 PAGE	\$ 2,840	\$ 2,760	\$ 2,660	\$ 2,590	\$ 2,500	\$ 2,410	\$ 2,330
1/2 PAGE	\$ 2,630	\$ 2,570	\$ 2,490	\$ 2,400	\$ 2,330	\$ 2,250	\$ 2,180
1/3 PAGE	\$ 1,890	\$ 1,840	\$ 1,800	\$ 1,730	\$ 1,680	\$ 1,630	\$ 1,560

## Full-Run Insert Rates

FPM Full-Run Insert Rates							
INSERTS	1-X	6-X	12-X	18-X	24-X	36-X	48-X
2 PAGE	\$ 7,480	\$ 7,500	\$ 7,060	\$ 6,820	\$ 6,630	\$ 6,390	\$ 6,150
4 PAGE	\$ 14,950	\$ 14,600	\$ 14,120	\$ 13,630	\$ 13,250	\$ 12,760	\$ 12,280
6 PAGE	N/A	\$ 21,900	\$ 21,170	\$ 20,450	\$ 19,860	\$ 19,150	\$ 18,420
8 PAGE	N/A	\$ 29,180	\$ 28,230	\$ 27,260	\$ 26,480	\$ 25,520	\$ 24,550

## Color Charge CHARGE PER COLOR PER PAGE OR FRACTION

Three- and Four-Color Process ..... \$840

## Premium 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%

## FULL-RUN RATE INFORMATION

**FULL-RUN, RUN-OF-BOOK RATES** **Effective Rate Date:** January 1, 2022. 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. Contact Advertising Services at [sjezzard@wiley.com](mailto:sjezzard@wiley.com) 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 FPM 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.



## Cover Tips

Your message displayed on a cover tip offers premium visibility. These units are available on a limited basis and may only be reserved by contract. Please contact advertising sales for availability and pricing at [AAFP\\_NJ@aafp.org](mailto:AAFP_NJ@aafp.org) or [sjezzard@wiley.com](mailto:sjezzard@wiley.com).

Specifications for a standard 2-page/singleleaf cover tip:

- Maximum size: 7.75" x 5.5"
- Minimum size: 7.75" x 5"
- Stock: 100 lb text
- Max. weight: 2 pages (single leaf)
- For custom sizes, pita pockets, and multipage units, please contact sales.

Contracts and insertion orders issued for units at less than published rates are not accepted.

**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 8
Mar/Apr	Feb 1	Feb 11
May/Jun	April 1	April 13
Jul/Aug	June 1	June 13
Sep/Oct	Aug 1	Aug 11
Nov/Dec	Oct 1	Oct 12

## Ad Space Sizes

### Ad Space Sizes

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

### Bleed Ad Space Sizes

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

Keep live matter  $\frac{3}{8}$ " away from trim edges.

Trim size of magazine:  $7\frac{3}{4}$ " x  $10\frac{1}{2}$ "

## 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 your account manager or [sjezzard@wiley.com](mailto:sjezzard@wiley.com)

- 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 recommended and must match the digital file. Contact Bret Taylor at (913) 906-6294 or [btaylor@aafp.org](mailto:btaylor@aafp.org) for additional specifications.

## Advertising Materials

Send PDFs to: [btaylor@aafp.org](mailto:btaylor@aafp.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](mailto:AAFP@communitybrands.com)

## 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@aafp.org](mailto:btaylor@aafp.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%



## 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 Primary Care<sup>1</sup>

The websites for *American Family Physician* (aafp.org/afp) and *FPM* (aafp.org/fpm) are industry leaders in primary care and family medicine. Per DRG Digital | 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

The combination of *AFP/FPM* is 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. Only<sup>2</sup>

Page views ..... 3,244,025  
Visits ..... 2,618,611

## AAFP.org/afp, U.S. Only<sup>2</sup>

Page views ..... 1,934,733  
Visits ..... 2,394,425

## AAFP.org/fpm, U.S. Only<sup>2</sup>

Page views ..... 309,292  
Visits ..... 229,770

1. DRG Digital | Manhattan Research, Digital HCP Sources, June 2018

2. Adobe Analytics, 6-month average, Sept 2021 - Feb 2022



# Online Advertising Rates/Opportunities (continued)

## AAFP.org Advertising Rates RATES EFFECTIVE JANUARY 1, 2022

AD UNIT	COST
AFP/FPM Combo Buy (banners*)	\$115 CPM
AFP/FPM Combo Buy Half page (300x600)	\$135 CPM
AFP/FPM Combo Buy Interstitial	\$195 CPM
*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 SUBLLOAD	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.

## INFORMATION FROM THE AAFP

### Get *FPM* in Print

AAFP members have free access to the latest issue of *FPM* journal online. For offline reading, subscribe to the print version for just \$1 per week.

EMAIL DISTRIBUTION	AAFP ETOC/ ENEWSLETTER	FPM ETOC	FPM "QUICK TIPS"
Average Distribution	106,014	81,552	90,742
Frequency	2x/month	6x/year	Weekly
<b>Specialty*</b>			
Family Medicine	87%	97%	88%
Other Specialty	7%	7%	8%
Unknown or Not Applicable	10%	1%	7%
<b>Designation*</b>			
MD	65%	81%	76%
DO	14%	18%	16%
NP	1%	0%	1%
PA	1%	0%	1%
Other Designation	2%	1%	1%
Unknown	17%	1%	3%

\* Specialties and Designations add to more than total due to multiple specialties and designations for many individuals

## AAFP 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

## AAFP eTOC/eNewsletter Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	AAFP ETOC/ENEWSLETTER DELIVERY DATE
Jan - eNewsletter	12/10/21	12/15/21	01/03/22
Jan - eTOC	01/03/22	01/06/22	01/18/22
Feb - eNewsletter	01/18/22	01/21/22	02/01/22
Feb - eTOC	02/02/22	02/07/22	02/16/22
Mar - eNewsletter	02/15/22	02/18/22	03/01/22
Mar - eTOC	03/02/22	03/07/22	03/16/22
Apr - eNewsletter	03/18/22	03/23/22	04/01/22
Apr - eTOC	04/04/22	04/07/22	04/18/22
May - eNewsletter	04/18/22	04/21/22	05/02/22
May - eTOC	05/02/22	05/05/22	05/16/22
Jun - eNewsletter	05/17/22	05/20/22	06/01/22
Jun - eTOC	06/02/22	06/07/22	06/16/22
Jul - eNewsletter	06/17/22	06/22/22	07/01/22
Jul - eTOC	07/01/22	07/07/22	07/18/22
Aug - eNewsletter	07/15/22	07/20/22	07/29/22
Aug - eTOC	08/02/22	08/05/22	08/16/22
Sep - eNewsletter	08/18/22	08/23/22	09/01/22
Sep - eTOC	09/01/22	09/07/22	09/16/22
Oct - eNewsletter	09/19/22	09/22/22	10/03/22
Oct - eTOC	10/03/22	10/06/22	10/17/22
Nov - eNewsletter	10/14/22	10/19/22	10/28/22
Nov - eTOC	11/02/22	11/07/22	11/16/22
Dec - eNewsletter	11/15/22	11/18/22	12/01/22
Dec - eTOC	12/02/22	12/07/22	12/16/22

## FPM eTOC Advertising Rates

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

## FPM eTOCs/eNewsletters Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOCS/ENEWSLETTER DELIVERY DATE
<b>Jan/Feb Issue - eTOC</b>	12/21/21	01/03/22	01/12/22
<b>Jan - eNewsletter 1</b>	01/04/22	01/07/22	01/19/22
<b>Jan - eNewsletter 2</b>	01/11/22	01/14/22	01/26/22
<b>Feb - eNewsletter 1</b>	01/19/22	01/24/22	02/02/22
<b>Feb - eNewsletter 2</b>	01/26/22	01/31/22	02/09/22
<b>Feb - eNewsletter 3</b>	02/03/22	02/08/22	02/17/22
<b>Feb - eNewsletter 4</b>	02/09/22	02/14/22	02/23/22
<b>Mar - eNewsletter 1</b>	02/16/22	02/21/22	03/02/22
<b>Mar/Apr Issue - eTOC</b>	03/03/22	03/08/22	03/17/22
<b>Mar - eNewsletter 2</b>	03/09/22	03/14/22	03/23/22
<b>Mar - eNewsletter 3</b>	03/16/22	03/21/22	03/30/22
<b>Apr - eNewsletter 1</b>	03/23/22	03/28/22	04/06/22
<b>Apr - eNewsletter 2</b>	03/30/22	04/04/22	04/13/22
<b>Apr - eNewsletter 3</b>	04/06/22	04/11/22	04/20/22
<b>Apr - eNewsletter 4</b>	04/13/22	04/18/22	04/27/22
<b>May - eNewsletter 1</b>	04/20/22	04/25/22	05/04/22
<b>May/Jun Issue - eTOC</b>	04/27/22	05/02/22	05/11/22
<b>May - eNewsletter 2</b>	05/04/22	05/09/22	05/18/22
<b>May - eNewsletter 3</b>	05/11/22	05/16/22	05/25/22
<b>Jun - eNewsletter 1</b>	05/18/22	05/23/22	06/02/22
<b>Jun - eNewsletter 2</b>	05/24/22	05/27/22	06/08/22
<b>Jun - eNewsletter 3</b>	06/01/22	06/06/22	06/15/22
<b>Jun - eNewsletter 4</b>	06/08/22	06/13/22	06/22/22
<b>Jun - eNewsletter 5</b>	06/15/22	06/20/22	06/29/22

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOCS/ENEWSLETTER DELIVERY DATE
<b>Jul/Aug Issue - eTOC</b>	06/28/22	07/01/22	07/13/22
<b>Jul - eNewsletter 1</b>	07/06/22	07/11/22	07/20/22
<b>Jul - eNewsletter 2</b>	07/13/22	07/18/22	07/27/22
<b>Aug - eNewsletter 1</b>	07/20/22	07/25/22	08/03/22
<b>Aug - eNewsletter 2</b>	07/27/22	08/01/22	08/10/22
<b>Aug - eNewsletter 3</b>	08/03/22	08/08/22	08/17/22
<b>Aug - eNewsletter 4</b>	08/10/22	08/15/22	08/24/22
<b>Aug - eNewsletter 5</b>	08/17/22	08/22/22	08/31/22
<b>Sep/Oct Issue - eTOC</b>	08/30/22	09/02/22	09/14/22
<b>Sep - eNewsletter 1</b>	09/07/22	09/12/22	09/21/22
<b>Sep - eNewsletter 2</b>	09/14/22	09/19/22	09/28/22
<b>Oct - eNewsletter 1</b>	09/21/22	09/26/22	10/05/22
<b>Oct - eNewsletter 2</b>	09/28/22	10/03/22	10/12/22
<b>Oct - eNewsletter 3</b>	10/05/22	10/10/22	10/19/22
<b>Oct - eNewsletter 4</b>	10/12/22	10/17/22	10/26/22
<b>Nov - eNewsletter 1</b>	10/19/22	10/24/22	11/02/22
<b>Nov/Dec Issue - eTOC</b>	11/03/22	11/08/22	11/17/22
<b>Nov - eNewsletter 2</b>	11/14/22	11/17/22	11/30/22
<b>Dec - eNewsletter 1</b>	11/21/22	11/28/22	12/07/22
<b>Dec - eNewsletter 2</b>	11/30/22	12/05/22	12/14/22
<b>Dec - eNewsletter 3</b>	12/07/22	12/12/22	12/21/22

# Advertising Policies and Principles

**Advertising revenue in American Family Physician and FPM helps to fund the healthcare 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. Because of this, the appearance of advertising cannot indicate or imply AAFP or journal endorsement of the advertised company or product(s), nor are advertisers allowed to influence editorial content.**

AAFP physician members, other non-member physicians, and other allied healthcare professionals expect 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 advertising policies and principles apply to all AAFP journal brands and channels:**

- 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 journal. However, the journal editor in chief or journal division director has the right to refuse any advertisement that, in their sole discretion, is incompatible with the mission or inconsistent with the values of the journal or society, and to stop accepting any advertisement previously accepted.
- 3.** Advertisements, including advertising creative, that are 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, cannabis or cannabinoids, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a non-scientifically substantiated 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.** Per CMSS code, we prohibit the intentional placement of advertising adjacent to articles discussing the company or products in the same class as the advertised product.
- 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 products and devices with health claims must be substantiated by clinical studies acceptable to the journal's editor in chief—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.** Continuing medical education courses, seminars, and conferences are eligible to advertise.

**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 the AAFP journals do allow such types of advertising, we will publish no advertising that, in the judgment of the editor in chief and journal division director, resembles our editorial content in form or format enough to confuse the reader or be mistaken for editorial content.

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 the word "ADVERTISEMENT" must appear in 14 pt. bold type (minimum), all caps, at the top center of each page. Advertorial layouts are

subject to review by the editor in chief and journal division director.

The editor in chief and journal division director must preapprove any piece that might be considered advertorial. At their discretion, the advertising may need to be reformatted to minimize its resemblance to editorial content, and this must be considered as part of an 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" as part of standard site architecture.

**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 advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless the AAFP 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.** The AAFP shall not be liable for any failure to print, publish, or circulate any ad that is accepted. However, the journals shall, in collaboration with the advertiser or its agent, use its reasonable efforts to place such ad among subsequent available inventory.

**23.** The AAFP is not responsible for incidental or consequential damage for errors in printing an ad.

**24.** The AAFP 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 these advertising policies and principles.

**25.** Because editorial content requirements change as issue production progresses, all advertising insertion order position clauses are treated as important requests that may require change.

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

**27.** Advertising materials must conform to mechanical specifications as indicated in the most recent journal media kit.

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

**Updated: February 2022**

# 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.

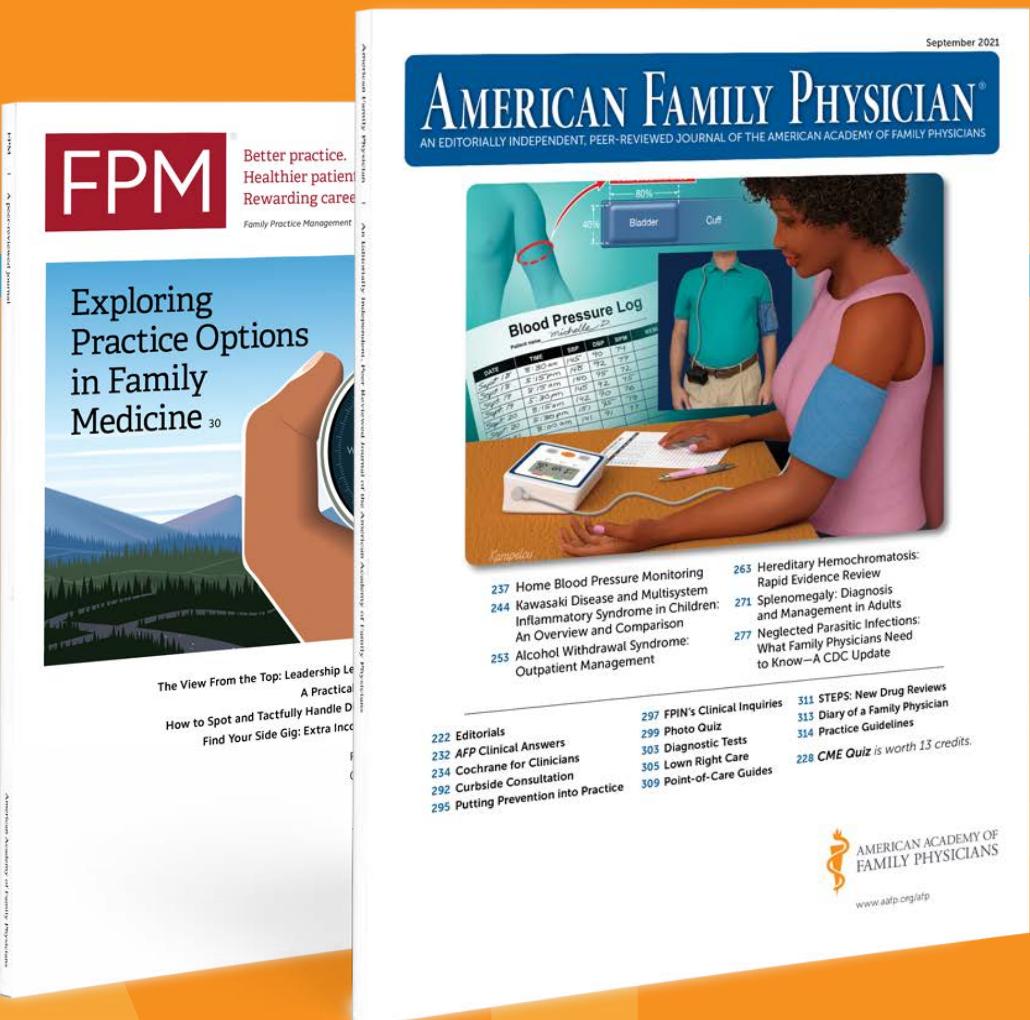
## **AFFINITY PROGRAMS**

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

## **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.

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



Widely  
Read.  
Deeply  
Trusted.

## ADVERTISING SALES

### AGENCY SALES

**Stephen Jezzard**, Advertising Director ..... [sjezzard@wiley.com](mailto:sjezzard@wiley.com)  
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