

American Family Physician®

AFP Classifieds Rate Card

Print & Online

Effective January 1, 2025



Summary

American Family Physician (AFP) is the official peer-reviewed journal of the American Academy of Family Physicians (AAFP), the most essential,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 once a month, mailed to an audience of more than 169,000 family and other primary care physicians, and generates more than 2.4 million unique page views monthly in the U.S. alone.²

Classifieds

Classifieds: Word Rates

	1X	2-3X*	4-7X*	8-11X*	12-23X*	24X*
Cost Per Word	\$11.96	\$10.50	\$9.80	\$9.25	\$9.00	\$8.60

(Minimum: 40 words)

Classifieds: Display Rates

	1X	2-3X*	4-7X*	8-11X*	12-23X*	24X*
Cost Per Column Inch	\$624	\$525	\$500	\$465	\$450	\$440

(Minimum: 1 column inch)

Classifieds: Unit Display Rates

	1X	2-3X*	4-7X*	8-11X*	12-23X*	24X*
1/6 Page	\$2,725	\$2,350	\$2,200	\$2,100	\$2,050	\$1,950
1/3 Page	\$5,096	\$4,400	\$4,150	\$3,900	\$3,800	\$3,650
1/2 Page	\$7,670	\$6,650	\$6,250	\$5,900	\$5,750	\$5,525
Full Page	\$11,128	\$10,200	\$9,800	\$9,400	\$8,600	\$8,200

*Frequency rates: your ad must be ordered and fully paid at time of order for two or more consecutive issues. If an ad is cancelled, credit will be based on the frequency rate earned by the remaining ad volume.

BLIND BOX SERVICE: \$50 one-time fee.

FOUR COLOR: Available for 1/6 page and larger. Add 30% to ad rates above.

Ad Dimensions - Unit Display

Column Inch	2 1/6" W x 1" D
1/6 Page	2 1/16" W x 4 3/8" D
1/3 Page	4 1/4" W x 4 3/8" D (H)
1/3 Page	2 1/16" W x 8 7/8" D (V)
1/2 Page	6 1/2" W x 4 3/8" D

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

2. Adobe Analytics, 6 month average, Jan 2024-Jun 2024

Circulation

AFP reaches a BPA-audited circulation of approximately 170,000. Qualified recipients are family physicians, including medical teachers, selected office-based practitioners, selected direct patient care office- and hospital-based general internists, 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. Detailed listing available upon request.

Creative Services

Momentive Software is able to create an ad for you that engages your audience through full service creative/design work. Our design experts provide brand development consultation, creation of display ads, banner ads, etc. Design rates are \$75/hr. Quotes for each job are free and non-committal.

Classifieds: Headings

When no ad heading is submitted, we will use our judgment in classifying an ad, which may include:

Chief
Chair
Director
Faculty
Fellowship

Hospitalist
Internal Medicine
Locum Tenens
Physicians Wanted

Positions Wanted
Practice For Sale
Residencies
Urgent Care

Counting Words

Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and five numerals or less are considered one word. If you use a post office box for an address, P.O. is one word, Box is one word and number of box is one word. Cities and states consisting of two words or more are considered one word: i.e., "New York" and "Salt Lake City." Zip code is considered one word. Internet or Email addresses count as three words each. Telephone numbers with area code are considered one word. No charge for normal punctuation.

Word Ad Style

Classified print ads are set solid with the first line of copy set in bold. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

Issuance & Closing Dates

Issue Date	Closing Date	Issue Date	Closing Date
January	December 4, 2024	July	June 9, 2025
February	January 6, 2025	August	July 9, 2025
March	February 6, 2025	September	August 7, 2025
April	February 28, 2025	October	September 1, 2025
May	April 2, 2025	November	October 1, 2025
June	May 2, 2025	December	November 3, 2025

FPM Classifieds Rate Card

Print & Online

Effective January 1, 2025



Summary

FPM is the official practice improvement journal of the American Academy of Family Physicians (AAFP), focused on what family physicians need today: practical, peer reviewed advice on patient care and practice. Delivered in both print and digital formats, *FPM* features articles and tools developed by physicians for physicians to provide solutions to the challenges they encounter daily, helping them deliver excellent patient care and service, enhance efficiency and revenue, and increase their professional satisfaction.

Issue Date	Closing Date
January/February	December 3, 2024
March/April	February 3, 2025
May/June	April 8, 2025
July/August	June 9, 2025
September/October	August 4, 2025
November/December	October 6, 2025

Classifieds

The Classified section offers word and display advertising options in the following categories: Recruitment, Used Equipment, Practices for Sale, Practices Wanted, Education, Books & Publications.

Classifieds: Word Rates

	1 Issue	3 Issues*
Cost Per Word	\$2.09	\$1.93

(Minimum: 40 words)

CLASSIFIED WORD AD STYLE: All advertisements are set uniformly. They are set solid with the lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks and borders are not permitted.

COUNTING WORDS: Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and five numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Zip code is considered one word. When using Internet or email addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

Classifieds: Display Rates

	1 Issue	3 Issues*
Cost Per Column Inch	\$115	\$99

(Minimum: 1 column inch)

Classifieds: Unit Display Rates (B/W & COLOR)

	1 Issue		3 Issues*	
1/12 Page	\$329 (B/W)	\$374 (COL)	\$290 (B/W)	\$330 (COL)
1/6 Page	\$578 (B/W)	\$649 (COL)	\$517 (B/W)	\$578 (COL)
1/3 Page	\$996 (B/W)	\$1,128 (COL)	\$897 (B/W)	\$1,012 (COL)
1/2 Page	\$1,540 (B/W)	\$1,846 (COL)	\$1,375 (B/W)	\$1,595 (COL)
Full Page	\$1,958 (B/W)	\$2,035 (COL)	\$1,848 (B/W)	\$1,925 (COL)

BLIND BOX SERVICE: \$45 one-time fee.

Ad Dimensions-Unit Display

1/6 Page	2 1/16" W x 4 3/8" D
1/3 Page	4 1/4" W x 4 3/8" D (H)
1/3 Page	2 1/16" W x 8 7/8" D (V)
1/2 Page	6 1/2" W x 4 3/8" D
Full Page	6 1/2" W x 8 7/8" D

*Rates are per issue. Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

Creative Services

Momentive Software is able to create an ad for you that engages your audience through full service creative/design work. Our design experts provide brand development consultation, creation of display ads, banner ads, etc. Design rates are \$75/hr. Quote for each job are free and non-committal.



Online Advertising

AAFP CareerLink is the American Academy of Family Physicians' exclusive online Career Center. Maximize your recruitment efforts by placing your job openings and targeted messages on this highly trafficked physician resource.

Online Advertising Packages:

Job Flash™ Package

- Job emailed to thousands of family physicians in one edition of the AAFP Job Flash™
- Job posted for 60 days

\$679 Member / \$849 Non-member

Premium Job Flash™ Package

Everything included in the Job Flash™ Package plus:

- Featured on Homepage
- Remains High in Search Results
- Resume Bank Access

\$849 Member / \$1,149 Non-member

Ultimate Recruitment Package

Everything included in the Premium Job Flash™ Package Plus:

- TalentBoost Upgrade distributes Job to Network of 1000+ National, Niche, & Local Job Boards
- Job listed in 5 editions of AAFP Bulletin Health, which deploys daily to more than 80,000 opt-in subscribers

\$1,349 Member / \$1,549 Non-member

* Combine print and online for 10% off your total order

AAFP Journal Page Banner Advertising

Pricing starts as low as \$3,120 for 3 months.

Benefits	Ads needed for campaign
Maximum brand exposure	Medium rectangle (300 x 250) pixels
3, 6, 9, & 12-month options	Leaderboard (728 x 90 pixels)
Geotargeting upgrade available	

For more recruitment solutions, request our media kit or contact the AAFP recruitment at AAFP@momentivesoftware.com

Online Banner Ads

Establish your brand as an employer of choice for family physicians with an online banner advertising strategy.

Banner Ad Specs:

- Leaderboard (728 px wide x 90 high)
- Small Rectangle (250 px wide x 250 px high)
- File Type: gif/jpg/png/animated gif
- Max looping for animated ads is 3, ending on a branded frame.
- Max animation time 2:00. Max speed 18 FPS.
- ClickTag command into GetURL action

Leaderboard (All Zones)

Duration:	Members:	Non-Members:
15 Days	\$536	\$804
30 Days	\$975	\$1,463
60 Days	\$1,560	\$2,340
90 Days	\$2,194	\$3,291
365 Days	\$7,020	\$10,530

Small Rectangle (Home Page)

Duration:	Members:	Non-Members:
15 Days	\$206	\$309
30 Days	\$375	\$600
60 Days	\$600	\$900
90 Days	\$844	\$1,266
365 Days	\$2,700	\$4,050

Production Specifications

The following file types are accepted:

- Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines).
- High resolution PDF file (distilled through Acrobat Distiller with fonts embedded).
- InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included.
- Color images in CMYK mode only (do not send RGB or use PMS/spot color), black and white ads are set using black only, zero-100% (do not use a CMYK breakdown);
- Included images must be 300 dpi resolution, saved as PDF, Tiff or EPS.

Please send ads via email to: AAFP@momentivesoftware.com with a copy to your sales account representative. Please indicate in the subject line the publication in which the ad is being placed.

FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes. Please state clearly which magazine the ad is being placed in.

If requirements are not met, reproduction quality is at the advertiser's risk.

Agency Commission

15% of gross billing on display advertising only.

Copy & Contract Policies

A. PUBLISHER and/or Momentive Software reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or Momentive Software reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or Momentive Software, advertising already run shall be paid for at the rate that would apply if the entire order were published.

Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or Momentive Software for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or Momentive Software and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or Momentive Software may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or Momentive Software's liability shall not exceed a refund of amounts paid to PUBLISHER or Momentive Software for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor Momentive Software are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor Momentive Software will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Hartford, Connecticut and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or Momentive Software, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim

or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or Momentive Software, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or Momentive Software. The rights of PUBLISHER or Momentive Software shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or Momentive Software, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or Momentive Software for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by Momentive Software is owned by Momentive Software, and may not be otherwise used by the Advertiser without Momentive Software's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at Momentive Software's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Print rates and units of space are effective with the January 1, 2025 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing. Online CareerLink rates are effective January 1, 2025.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or Momentive Software and the Advertiser and/or Agency. Neither PUBLISHER nor Momentive Software has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or Momentive Software, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or Momentive Software.