

# AFP COVER TIPS AND OUTSERTS

American Family Physician (AFP) accepts cover tip and outsert advertising:

- Orders accepted on a first-come, first-served basis.
- Creative (mock-up or sample) subject to publisher approval.
- Space reservations accepted:
- Must receive contract or insertion with creative (for approval) no later than six weeks prior to issue date.
- Materials due 30 days prior to issue date.

## Cover Tip Specifications:

- Maximum size (w x h): 7-3/4-inches x 5 1/2-inches
- Minimum size (w x h): 7-3/4 inches x 5 inches
- Stock: 80# text
- Quantity: As specified. Contact production director for spoilage.
- Custom sizes: Contact AFP for specifications and rates.
- Includes glue tipping and polybagging

## Outsert Specifications:

- Premiere exposure: Your outsert mails in a polybag together with the journal.
- Unique formats allowed: Because your outsert does not interfere with the physical

environment of the journal itself, some variation from standard formatting is allowed. For example, bound-in BRCs are generally acceptable.

- Advertorial content allowed: Advertorials may be acceptable upon prior approval and at the discretion of the publisher. Call your AFP sales representative for policies regarding advertorials.
- Weight limit is 3.3 oz. (which is the maximum weight allowed by the USPS). Maximum trim size is 7-3/4" x 10-1/2" and minimum is 5-1/4" x 7-3/4".

## Questions:

- Production Director: Bret Taylor at [btaylor@aafp.org](mailto:btaylor@aafp.org) or (913) 906-6294

## Shipping

Each carton must be marked for AFP journal, with date of issue, Quad job number, name of advertiser, product, and quantity. Shipments not meeting requirements are subject to additional charges. For Quad job number or additional information, contact Production Director at [btaylor@aafp.org](mailto:btaylor@aafp.org).

Ship prepaid. C.O.D. not accepted.

Ship to: **Quad**  
**Attn: Receiving**  
**N61W23044 Harry's Way**  
**Sussex, WI 53089**

The image shows the front cover of the August 2024 issue of the American Family Physician journal. The top section features the journal's title and a patient portrait. Below the portrait is a large advertisement for the Shingrix vaccine. The ad includes the headline 'IF YOU COULD PREVENT SHINGLES, WHY WOULDN'T YOU?' and a red call-to-action box that says 'ACT BEFORE SHINGLES STRIKES'. Text on the cover indicates that nearly everyone aged 50 and older is at risk for shingles. The bottom of the cover features the AAHP logo and additional safety information for the vaccine.

## Speak to your Wiley account manager:

Kevin Dunn, (201.264.5345; [kdunn@wiley.com](mailto:kdunn@wiley.com))  
or Tara Schelling (215.933.2012; [tschelling@wiley.com](mailto:tschelling@wiley.com))