

# 2023 PRODUCTION INFORMATION

AMERICAN FAMILY PHYSICIAN®

FPM®





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# AFP Production Specifications

**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 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 3/8" away from trim edges.

Trim size of magazine: 7 3/4" x 10 1/2"

Production Deadlines					
ISSUE	QUAD JOB NUMBERS	DEMO AD LIST DUE AT MMS	SPACE CLOSING	ROB MATERIAL DUE	INSERTS/ OUTSERTS/ COVER TIPS DUE
Jan	C2112P0	11/23/22	12/07/22	12/14/22	12/21/22
Feb	C307920	12/16/22	01/07/23	01/12/23	01/20/23
Mar	C307940	01/25/23	02/07/23	02/10/23	02/17/23
Apr	C307950	02/23/23	03/07/23	03/13/23	03/20/23
May	C307960	03/27/23	04/07/23	04/12/23	04/19/23
Jun	C307930	04/26/23	05/07/23	05/15/23	05/22/23
Jul	C307970	05/23/23	06/07/23	06/09/23	06/16/23
Aug	C307980	06/26/23	07/07/23	07/14/23	07/21/23
Sep	C307990	07/26/23	08/07/23	08/11/23	08/18/23
Oct	C3079C0	08/25/23	09/07/23	09/13/23	09/20/23
Nov	C3079A0	09/26/23	10/07/23	10/13/23	10/20/23
Dec	C3079D0	10/27/23	11/07/23	11/15/23	11/22/23

## 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  
 N61W23044 Harry's Way  
 Sussex, WI 53089

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

# FPM Production Specifications

**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<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 <sup>3</sup>/<sub>8</sub>" away from trim edges.

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

## 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)

## Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles.

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

## Advertising Materials

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

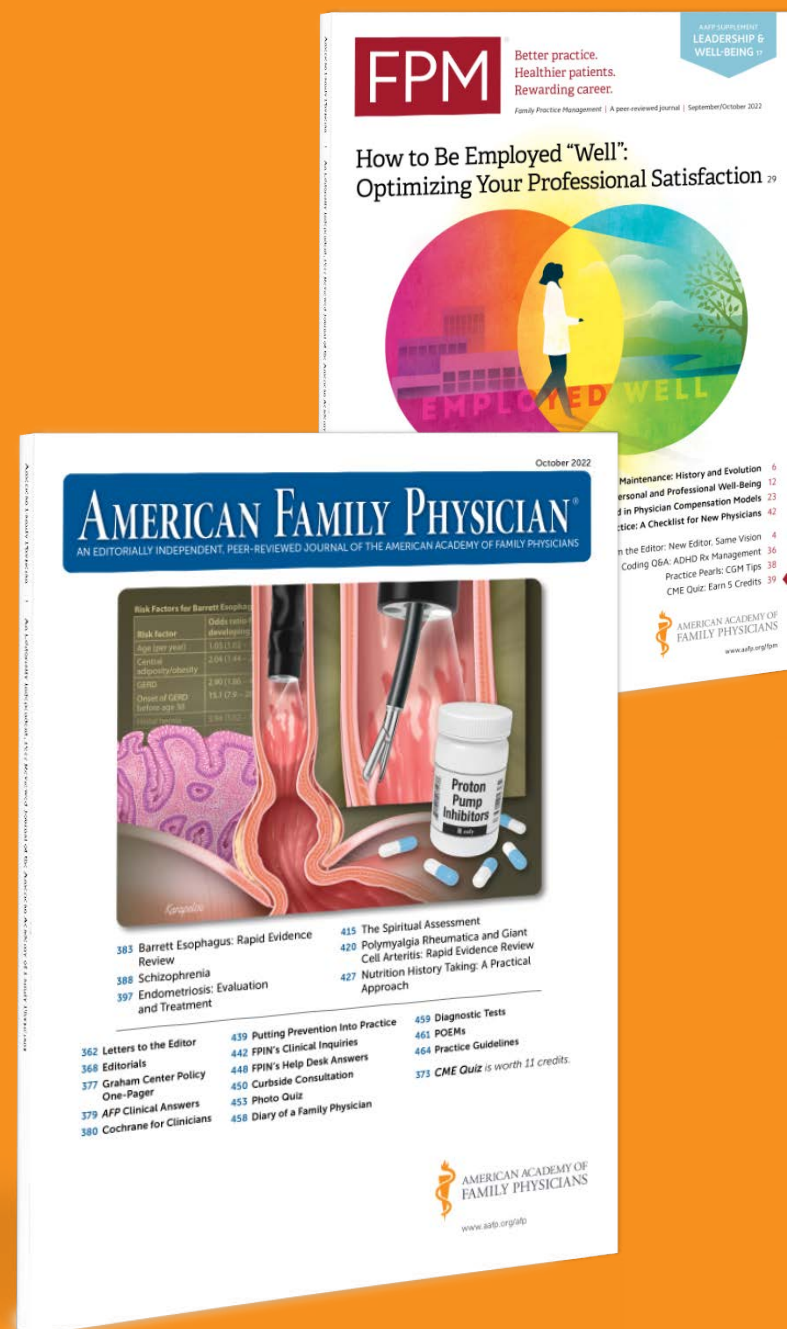
# AFP/FPM Website and eTOC Advertising Specifications

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		

# AFP/FPM eTOC/eNewsletter Production Deadlines

## AFP eTOC/eNewsletter Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	AFP ETOC/ENEWSLETTER DELIVERY DATE
Jan - eNewsletter	12/12/22	12/15/22	01/03/23
Jan - eTOC	12/22/22	01/04/23	01/13/23
Feb - eNewsletter	01/18/23	01/23/23	02/01/23
Feb - eTOC	02/02/23	02/07/23	02/16/23
Mar - eNewsletter	02/15/23	02/20/23	03/01/23
Mar - eTOC	03/02/23	03/07/23	03/16/23
Apr - eNewsletter	03/20/23	03/23/23	04/03/23
Apr - eTOC	03/31/23	04/05/23	04/14/23
May - eNewsletter	04/17/23	04/20/23	05/01/23
May - eTOC	05/02/23	05/05/23	05/16/23
Jun - eNewsletter	05/17/23	05/22/23	06/01/23
Jun - eTOC	06/02/23	06/07/23	06/16/23
Jul - eNewsletter	06/19/23	06/22/23	07/03/23
Jul - eTOC	06/29/23	07/05/23	07/14/23
Aug - eNewsletter	07/18/23	07/21/23	08/01/23
Aug - eTOC	08/02/23	08/07/23	08/16/23
Sep - eNewsletter	08/18/23	08/23/23	09/01/23
Sep - eTOC	09/01/23	09/07/23	09/18/23
Oct - eNewsletter	09/18/23	09/21/23	10/02/23
Oct - eTOC	09/29/23	10/04/23	10/13/23
Nov - eNewsletter	10/18/23	10/23/23	11/01/23
Nov - eTOC	11/02/23	11/07/23	11/16/23
Dec - eNewsletter	11/15/23	11/20/23	12/01/23
Dec - eTOC	12/04/23	12/07/23	12/18/23



## FPM eTOCs/eNewsletters Production Deadlines

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jan/Feb Issue - eTOC	12/20/22	12/23/22	01/11/23
Jan - eNewsletter 1	01/03/23	01/06/23	01/18/23
Jan - eNewsletter 2	01/10/23	01/13/23	01/25/23
Feb - eNewsletter 1	01/19/23	01/24/23	02/02/23
Feb - eNewsletter 2	01/25/23	01/30/23	02/08/23
Feb - eNewsletter 3	02/01/23	02/06/23	02/15/23
Feb - eNewsletter 4	02/08/23	02/13/23	02/22/23
Mar - eNewsletter 1	02/16/22	02/21/22	03/02/22
Mar/Apr Issue - eTOC	03/01/23	03/06/23	03/15/23
Mar - eNewsletter 2	03/08/23	03/13/23	03/22/23
Mar - eNewsletter 3	03/15/23	03/20/23	03/29/23
Apr - eNewsletter 1	03/22/23	03/27/23	04/05/23
Apr - eNewsletter 2	03/29/23	04/03/23	04/12/23
Apr - eNewsletter 3	04/05/23	04/10/23	04/19/23
Apr - eNewsletter 4	04/12/23	04/17/23	04/26/23
May/Jun Issue - eTOC	04/26/23	05/01/23	05/10/23
May - eNewsletter 1	05/03/23	05/08/23	05/17/23
May - eNewsletter 2	05/10/23	05/15/23	05/24/23
Jun - eNewsletter 1	05/23/23	05/26/23	06/07/23
Jun - eNewsletter 2	05/31/23	06/05/23	06/14/23
Jun - eNewsletter 3	06/07/23	06/12/23	06/21/23
Jun - eNewsletter 4	06/14/23	06/19/23	06/28/23

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	ETOC/ ENEWSLETTER DELIVERY DATE
Jul/Aug Issue - eTOC	06/27/23	06/30/23	07/12/23
Jul - eNewsletter 1	07/05/23	07/10/23	07/19/23
Jul - eNewsletter 2	07/12/23	07/17/23	07/26/23
Aug - eNewsletter 1	07/19/23	07/24/23	08/02/23
Aug - eNewsletter 2	07/26/23	07/31/23	08/09/23
Aug - eNewsletter 3	08/03/23	08/08/23	08/17/23
Aug - eNewsletter 4	08/09/23	08/14/23	08/23/23
Aug - eNewsletter 5	08/16/23	08/21/23	08/30/23
Sep/Oct Issue - eTOC	08/29/23	09/01/23	09/13/23
Sep - eNewsletter 1	09/06/23	09/11/23	09/20/23
Sep - eNewsletter 2	09/13/23	09/18/23	09/27/23
Oct - eNewsletter 1	09/20/23	09/25/23	10/04/23
Oct - eNewsletter 2	09/27/23	10/02/23	10/11/23
Oct - eNewsletter 3	10/04/23	10/09/23	10/18/23
Oct - eNewsletter 4	10/11/23	10/16/23	10/25/23
Nov - eNewsletter 1	10/19/23	10/24/23	11/02/23
Nov/Dec Issue - eTOC	11/01/23	11/06/23	11/15/23
Nov - eNewsletter 2	11/13/23	11/16/23	11/29/23
Dec - eNewsletter 1	11/20/23	11/27/23	12/06/23
Dec - eNewsletter 2	11/29/23	12/04/23	12/13/23
Dec - eNewsletter 3	12/06/23	12/11/23	12/20/23

## ADVERTISING SALES

### AGENCY SALES

**Stephen Jezzard**, Advertising Director..... [sjezzard@wiley.com](mailto:sjezzard@wiley.com)  
**Stephen Donohue**, Senior Account Manager ..... [sdonohue@wiley.com](mailto:sdonohue@wiley.com)  
**MJ Drewn**, Senior Account Manager ..... [mdrawn@wiley.com](mailto:mdrawn@wiley.com)  
**Criss John**, Senior Account Manager ..... [crjohn@wiley.com](mailto:crjohn@wiley.com)  
**Tara Schelling**, Senior Account Manager ..... [tschelling@wiley.com](mailto:tschelling@wiley.com)

### DIRECT SALES

**Kurt Polesky**, Manager, Health Direct..... [kpolesky@wiley.com](mailto:kpolesky@wiley.com)

### AD SERVICES AND SALES SUPPORT SPECIALIST

**Stefanie Valenzano**..... [svalenzano@aaafp.org](mailto:svalenzano@aaafp.org)  
**General Advertising Inquiries** ..... [AAFP\\_NJ@aaafp.org](mailto:AAFP_NJ@aaafp.org)

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*American Family Physician's* dominant engagement with family physicians and primary care physicians is well-detailed by KANTAR independent research. For more information, contact your Wiley advertising sales representative.

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## AAFP JOURNAL MEDIA PRODUCTION/EDITORIAL OFFICE

11400 TOMAHAWK CREEK PARKWAY · LEAWOOD, KS 66211-2680  
800.274.2237 · 913.906.6000 · FAX 913.906.6080

### DIRECTOR OF JOURNAL MEDIA

**Darren Sextro** ..... [dsextro@aaafp.org](mailto:dsextro@aaafp.org)

### PRODUCTION DIRECTOR

**Bret Taylor** ..... [btaylor@aaafp.org](mailto:btaylor@aaafp.org)

### SENIOR DIGITAL PRODUCTION SPECIALIST

**Evan Palmer** ..... [epalmer@aaafp.org](mailto:epalmer@aaafp.org)

### BILLING COORDINATOR

**Tabatha Jeffries** ..... [tjeffries@aaafp.org](mailto:tjeffries@aaafp.org)

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