

AFP OUTSERTS

Package your promotional literature with the leading journal in primary care.

Placing an outsert with *American Family Physician* (AFP) gives you prominent exposure to primary care physicians and positions your message in front of this valuable audience.

Benefits to Sponsor

- **Premiere exposure:** Your outsert mails in a polybag together with the journal.
- **Exclusivity:** Only one exclusive advertiser outsert per polybag.
- **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".

Contact the AFP sales team for pricing.

Samples may be required to provide accurate pricing. Outsert accepted only after prior approval and at the discretion of the publisher. A special charge may be made for handling.

Outsert Shipping

Each outsert carton should 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 or (913) 906-6294.

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

Send Outserts to:

Quad

Attn: Receiving

N61W23044 Harry's Way

Sussex, WI 53089

