

# 2020 Media Kit



AMERICAN ACADEMY OF  
FAMILY PHYSICIANS

The image shows the front cover of the Family Practice Management (FPM) journal. The cover is white with a red and black geometric design. The title 'FPM' is in a large red box at the top left. Above the title, the text 'TM' is in a small circle. To the right of the title, the tagline 'Better practice. Healthier patients. Rewarding career.' is written in red, with 'Family Practice Management | A peer-reviewed journal' in smaller text below it. In the top right corner, there is a grey box containing the text 'SPECIAL SUPPLEMENT' and 'ADOLESCENT IMMUNIZATIONS 9'. The main visual on the cover is a stylized yellow brain with a network of red and blue dots, set against a background of a human head profile and a blue and grey geometric pattern. A doctor's hand in a white coat is shown holding a red pen, pointing towards the brain. To the right of the brain, the text 'IMPROVING PATIENT CARE' is written vertically, followed by 'How to Identify, Understand, and Unlearn Implicit Bias' in a large, bold, white font. Below this, a list of articles is provided with page numbers: 'The Nurse Closer: Making Patient Visits More Efficient 13', 'Communication Tips for Caring for Survivors of Sexual Assault 19', 'A New Approach to New Physician Orientation: Six Key Components 24', 'From the Editor: The Patient Experience 26', 'Opinion: Buprenorphine Deregulation 28', 'Coding Q&amp;A: New Code for Chronic Care 30', 'Practice Pearls: Reducing Paperwork 31', and 'CME Quiz: Earn 5 CMEs 40'. The bottom right corner of the cover features the American Academy of Family Physicians logo.



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# About Us

## **FPM**

Better practice. Healthier patients. Rewarding career.

*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.

*FPM* articles and tools are developed by physicians for physicians and 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. *FPM* provides the authoritative guidance that physicians can rely on and use to enhance all aspects of their practice.

Through print and digital channels, *FPM* delivers concise, timely content in easy-to-consume formats. “Quick Tips & Insights,” a new weekly eNewsletter, highlights strategies for a more successful and satisfying practice.

*FPM* is delivered bi-monthly in print and digital formats to AAFP members and subscribers and viewed online by more than 160,000 unique visitors monthly.

- #1 Most Visited Practice Management Publication Website—KANTAR, Website Usage and Qualitative Evaluations, June 2019 *Family Medicine*
- Best peer-reviewed journal, Bronze Award—American Society of Healthcare Publication Editors, 2016

**Through print and digital channels, *FPM* delivers concise, timely content in easy-to-consume formats.**

## **American Academy of Family Physicians**

The AAFP represents 134,600 physicians and medical students nationwide. It is the only medical society devoted solely to primary care. More than one in five of all office visits are made to family physicians. That is nearly 202 million office visits each year—nearly 67 million more than the next largest medical specialty.<sup>1</sup> Today, family physicians provide more care for America’s underserved and rural populations than any other medical specialty. Family medicine’s cornerstone is an ongoing, personal patient-physician relationship focused on integrated care.

<sup>1</sup> National Ambulatory Medical Care Survey: 2016 State and National Summary Tables, Table 1. Physician office visits, by selected physician characteristics: United States, 2016

# Print Advertising Rates, Specifications, and Discounts

## Full-Run, Run-of-Book Rates

RATES EFFECTIVE JANUARY 1, 2020

| B&W RATES       | 1-X     | 6-X     | 12-X    | 18-X    | 24-X    | 36-X    | 48-X    |
|-----------------|---------|---------|---------|---------|---------|---------|---------|
| <b>1 Page</b>   | \$3,420 | \$3,340 | \$3,230 | \$3,120 | \$3,030 | \$2,920 | \$2,810 |
| <b>2/3 Page</b> | \$2,590 | \$2,510 | \$2,430 | \$2,360 | \$2,280 | \$2,200 | \$2,120 |
| <b>1/2 Page</b> | \$2,400 | \$2,340 | \$2,270 | \$2,190 | \$2,120 | \$2,050 | \$1,990 |
| <b>1/3 Page</b> | \$1,730 | \$1,680 | \$1,640 | \$1,570 | \$1,530 | \$1,490 | \$1,420 |

## Color Charges CHARGE PER COLOR PER PAGE OR FRACTION

|  |         |
|--|---------|
| Individual Color Process .....                       | \$170   |
| Matched Color .....                                  | \$340   |
| Matched Color-Metallic .....                         | \$580   |
| Three- and Four-Color Process .....                  | \$810   |
| Five-Color Process .....                             |         |
| (FOUR-COLOR PROCESS + NONMETALLIC MATCHED) .....     | \$920   |
| Six-Color Process .....                              |         |
| (FOUR-COLOR PROCESS + TWO NONMETALLIC MATCHED) ..... | \$1,260 |

## Full-Run Insert Rates

| B&W RATES     | 1-X      | 6-X      | 12-X     | 18-X     | 24-X     | 36-X     | 48-X     |
|---------------|----------|----------|----------|----------|----------|----------|----------|
| <b>2 Page</b> | \$6,840  | \$6,680  | \$6,460  | \$6,240  | \$6,060  | \$5,840  | \$5,620  |
| <b>4 Page</b> | \$13,680 | \$13,360 | \$12,920 | \$12,480 | \$12,120 | \$11,680 | \$11,240 |
| <b>6 Page</b> |          | \$20,040 | \$19,380 | \$18,720 | \$18,180 | \$17,520 | \$16,860 |
| <b>8 Page</b> |          | \$26,720 | \$25,840 | \$24,960 | \$24,240 | \$23,360 | \$22,480 |

## Preferred 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, 2020.

**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 applications and prepay advertising to ensure

placement. Call Advertising Services at (913) 906-6000 ext. 6281 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 *AFP* 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. • **Combined Frequency Savings:** Insertions in *FPM* count

toward earned frequency in *American Family Physician (AFP)*. Each ROB advertising page counts as three (3) units in *AFP*. A 2-page spread counts as six (6) units in *AFP*. Each fractional unit, regardless of size, counts as three (3) units in *AFP*. • **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.

# More Opportunities

## Content Marketing

Employ a variety of content marketing tactics to engage family physicians in the campaign by reaching the maximum number of family physicians to build awareness, engage family physicians to download your content from the AAFP website, and act as a catalyst to start a patient/physician conversation about a patient-centered care plan and influence family physicians.

## Sponsored Resource Center

Your educational materials hosted on aafp.org and pushed out to members via a regular AAFP eNewsletter and other traffic-driving mechanisms.

## Advertisials

Information-rich promotion, designed to educate rather than sell, is highly valued by physicians and accepted by *FPM* and *American Family Physician*.

## FMX Family Medicine Experience

The AAFP Family Medicine Experience (FMX) is the largest annual gathering of family physicians. It's where 4,000+ physicians come for solutions to amplify their patient care, live CME that challenges their knowledge, inspiration from keynote speakers, and powerful peer connections. Exhibit and sponsorship opportunities are available.

## Anthologies

*FPM* Anthologies are collections of popular articles that cover a range of practice improvement topics and offer helpful how-to advice on developing and enhancing practices. Physicians and other health care professionals keep these collections for guidance and refer to them time and time again. Attach your company or product to this valuable tool designed for and used by family physicians.

## Sponsored Subscriptions

This opportunity provides unmatched promotional visibility and goodwill!

- Your brochure or sales materials are mailed in a polybag with each sponsored issue
- Your 4-color ad page appears in both the sponsored and standard version of *FPM* in both print and digital app formats
- Sponsor credit on the cover of *FPM*

Three- and six-issue programs are available. Contact publisher for more information.



Better practice.  
Healthier patients.  
Rewarding career.

The award-winning practice improvement journal of the AAFP, *FPM* is the #1 most visited practice management publication website according to KANTAR's Website Usage and Qualitative Evaluations (June 2019 *Family Medicine*). Expand your footprint in family medicine through a variety of innovative sponsorship, content marketing, and advertising opportunities.

## FamilyDoctor.org (familydoctor.org)

AAFP's direct-to-patient site delivers more than 5 million page views every month.

## AAFP Foundation Corporate Partnerships

Build new and deeper networks within the family medicine community while allowing the AAFP Foundation to create programs that support family physicians and the patients they serve.

Call or visit [aafp.org/journals/adinfo](http://aafp.org/journals/adinfo) for more details.

# Advertising Discount Programs

## **2/15 Plan:**

Pay early and earn credit! Advertisers will receive a 2% credit on the invoice net to be used toward a future insertion, provided payment is received at the publisher's office within 15 days of invoice date. The credit will only be applied to future insertion.

## **Continuity Rewards:**

**Buy five issues, get one free!** Advertise the same product with five consecutive insertions and/or in consecutive issues and get the sixth insertion free. If consecutive insertions are of varied ad sizes, then award is given as an average of the consecutive ads, rounded up to the next full-page. The free ad supersedes any other discounts for that ad unit. Free ad units count toward earned frequency. Continuity schedules that go beyond the calendar year are not rate-protected. Adjustments will not be made to the reward invoice(s).

## **Corporate Rewards:**

An individual advertiser (and its divisions or subsidiaries) whose 2019 accumulative ad units in *FPM*, *AFP*, and associated publisher billings\* equaling 72 units or more will earn a discount on gross billings in 2020 as follows:

| 2019 AD UNITS | 2020 DISCOUNT |
|---------------|---------------|
| 72 -105       | 1%            |
| 106-150       | 2%            |
| 151-255       | 3%            |
| 256-315       | 4%            |
| 316 or more   | 5%            |

Corporate Rewards are taken after all other discounts. An individual advertiser (and its divisions or subsidiaries) whose 2019 accumulative ad units in *AFP*, *FPM*, and associated publisher billings\* equaling 316 or more units qualifies to receive, in lieu of all other discounts, a total discount of 5% on the gross billings of *AFP* and *FPM* in 2020. A 15% agency commission will be given on the adjusted gross billings. This discount supersedes all other discounts for the advertiser and is by option only. A qualifying advertiser not requesting this option prior to the first ad insertion in 2020 will receive all standard discounts for which the advertiser is qualified.

## **Guaranteed Frequency Plan:**

Corporate Rewards advertisers qualify for a guaranteed frequency equal to one (1) frequency above the prior year's actual earned frequency. If the guaranteed frequency is exceeded, the advertiser's rate will be adjusted to that higher frequency, but no short-rate will occur in the event of a shortfall. Qualification for Corporate Rewards in subsequent years is based on actual earned frequency (units placed) for the prior year, not on the guaranteed frequency granted for the prior year.

## **Prescribing Information (PI) Important Safety Information (ISI) Discount**

Advertisers earn a 50% discount with the 3rd PI/ISI page.

\*Associated publisher billings include advertising in *FPM*, American Family Physician, online advertising on aafp.org, and eTOC and eNewsletter advertising along with other sponsorship opportunities. eTOC/eNewsletter insertions count as one unit toward frequency. Each \$10,000 spent online counts as one unit.

# Additional Opportunities

## Reprints and ePrints

Reprints of *FPM* articles are available in black and white or full color and may be ordered in multiple quantities starting at 25. ePrints are delivered as a URL link via e-mail and set for a specified number of views or length of time. For more information on availability and options, please contact Sheridan Content Solutions at [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).

## AAFP CareerLink - Classified Advertising

*FPM* Classifieds and AAFP's CareerLink are the premier resource for physicians looking for opportunities in primary care. We offer a variety of print and digital offerings to market your offering or to help you reach active and passive jobseekers. For information, call (727) 497-6568 or e-mail [AAFP@communitybrands.com](mailto:AAFP@communitybrands.com).

## List Rentals

You can rent the AAFP member list (minimum 3,000 names) for direct mail campaigns. For details, contact INFOCUS Marketing at (800) 708-5478 (press 2 to speak to sales) or e-mail [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com).

Visit [www.infocusmarketing.com/datacard/aafp](http://www.infocusmarketing.com/datacard/aafp) for more information. **We do not offer rental of the AAFP email subscriber list.**

# 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

## 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 journal: 7 3/4" x 10 1/2"

## Production Deadlines

| ISSUE   | SPACE CLOSING DATE | MATERIALS CLOSING DATE |
|---------|--------------------|------------------------|
| Jan/Feb | Dec 1              | Dec 10                 |
| Mar/Apr | Feb 1              | Feb 10                 |
| May/Jun | Apr 1              | Apr 10                 |
| Jul/Aug | Jun 1              | Jun 10                 |
| Sep/Oct | Aug 1              | Aug 10                 |
| Nov/Dec | Oct 1              | Oct 10                 |

## 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 Linda Porter at [lporter@aafp.org](mailto:lporter@aafp.org)

## Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles. Advertising placement is split equally between the first- and second-half.

# Mechanical Requirements

## Paper Stock

**A. Inside pages (body pages):** 60#

**B. Covers:** 80#

**Type of Binding:** Perfect bound

## Specifications

File types accepted are PDF/X-1a or PDF. Acceptable media is CD-ROM.

Files may also be emailed 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%
- 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 required 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)

## Digital (App Edition) Advertising for Tablets & Smartphones

1. Run-of-book advertisements appearing in the journal's print edition are automatically entitled to run in the digital/app edition of that same issue in the "Enhanced Print Replica" format. Alternatively, the advertiser may provide a different version of the ad to use in the digital/app edition up to the size of the original print ad.
2. Pre-printed inserts also qualify for inclusion in the digital/app versions, but separate ad materials must be provided. Contact *FPM* production for more details.
3. URLs that exist in the ad creative will be activated in the digital versions unless otherwise requested by the advertiser.
4. Additional charges apply for digital enhancements, such as video or audio. Contact your *FPM* sales representative for more details.
5. The publisher will make every attempt to keep the same running order, special positions, and competitive separation of advertisements in the digital versions as in the print edition but cannot guarantee this. The publisher's inability or failure to comply with the foregoing shall not relieve the agency or advertiser of its payment obligation.

## Editorial

The mission of *FPM* is to give family physicians the tools and information they need to build rewarding practices and improve patient care.

## 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.

## Editorial Highlights

### 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.

### The AAFP Connection

*FPM* is wired into all the resources AAFP offers and is accorded the respect commanded by the AAFP logo on the cover and by its status as the sister publication of *American Family Physician*.

### Influential Authors

*FPM*'s reputation and the quality of its content have attracted article submissions from many experts in primary care, including Dike Drummond, MD; Ranit Mishori MD, MHS; and Kenny Lin, MD, MPH. *FPM* offers insight and direction on the topics that matter the most to decision makers, thought leaders, and "in the trenches" physicians.

### Coding and Billing Expertise

*FPM*'s advice on diagnosis and procedure coding translates to dollars for readers. Every code they submit on insurance claims determines how much they get paid. The complexity of the coding systems and ever-changing billing rules makes *FPM*'s coding and documentation advice invaluable.

### 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.

### How-To Focus

*FPM* is a practical journal that prioritizes publishing articles that not only build knowledge but are also useful. The journal provides actionable guidance that can be used to spearhead improvement. Articles are written in an informal, conversational style that enhances readability and encourages engagement.

### The *FPM* Toolbox

Tools, from encounter forms to quick-reference tables to patient handouts, accompany selected articles to help readers implement new knowledge and best practices.

### Regular Departments

- **Opinion:** Viewpoints on issues of importance to the specialty
- **Coding & Documentation:** Questions and authoritative answers about issues that directly affect physicians' earnings—always rated among the most valuable content in the issue
- **Practice Pearls:** Tips from physicians and from the literature—good ideas in small packages
- **The Last Word:** A variety of one-page essays—humorous and/or thought-provoking
- **FPM Quiz:** The key to unlocking *FPM*'s CME credit—*FPM* Quiz gets thousands of submissions per issue
- **From the Editor:** Sarina Schrager, MD, MS, *FPM*'s Medical Editor, describes issue highlights and practice challenges

### New Product Releases

None will be accepted.

# 2020 Online Advertising Rates/Opportunities

## 2020 Tentative Editorial Schedule for Upcoming Issues

### Jan/Feb 2020

Closing: Dec. 1, 2019

*CPT Code Changes*

### Jul/Aug 2020

Closing: Jun. 1, 2020

### Mar/Apr 2020

Closing: Feb. 1, 2020

### Sep/Oct 2020

Closing: Aug. 1, 2020

*ICD-10 Code Changes*

*Bonus distribution at AAFP FMX*

### May/Jun 2020

Closing: Apr. 1, 2020

### Nov/Dec 2020

Closing: Oct. 1, 2020

## Circulation

*FPM* is received by family physicians and other allied health care professionals through paid print subscriptions (est. 2,480 as of Aug. 2019) and digital/app editions (pushed weekly via e-mail to an average audience of approximately 88,000 AAFP members and others as of Aug. 2019).

## Email Sponsorships: *FPM eTOC* and *FPM Quick Tips & Insights eNewsletter*

**Total distribution:** Includes active AAFP member physicians and subscribers.

**Average Bi-Monthly Distribution for the *FPM e-TOC*:** 69,000

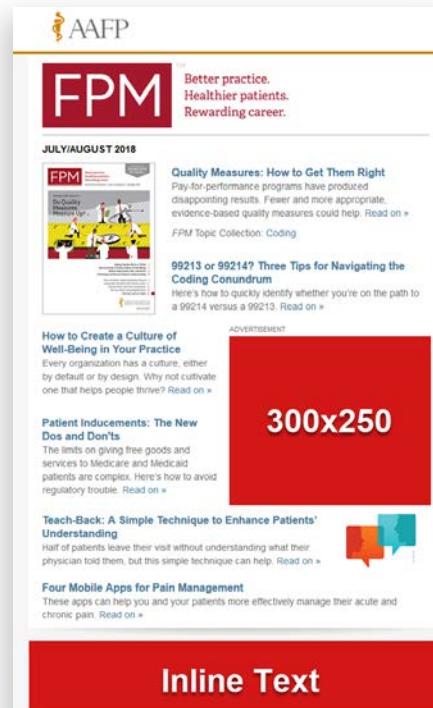
**Average Weekly Distribution for the *FPM Quick***

**Tips & Insights eNewsletter:** 88,500

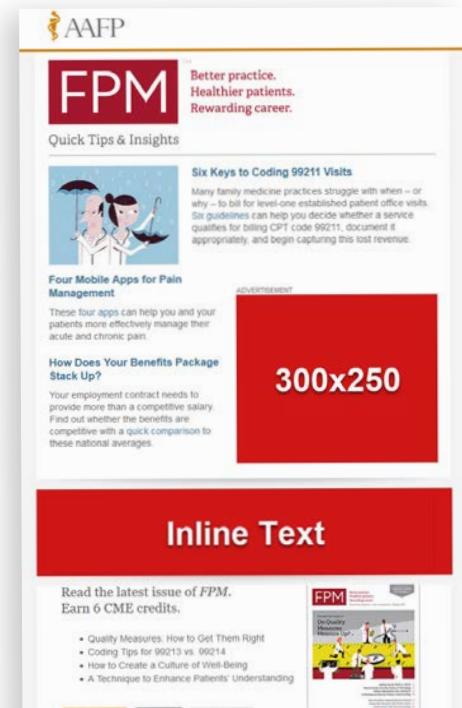
The *FPM eTOC* and *Quick Tips & Insights eNewsletter* mail every Wednesday.

*FPM's eTOC* alerts readers to new content published in *FPM*. *Quick Tips & Insights* gives family physicians ideas they can put into use right away. Semi-exclusive opportunity: Only one display ad (300x250 medium box) & one inline text ad (headline/copy = 350 characters) are accepted per *eTOC*. High SOV..

All *FPM* and *AFP* box and text ads combine for the highest-earned frequency. Advertising frequencies earned via print placements in *FPM* and *AFP* also apply toward earned frequency pricing for the *eTOCs* and *eNewsletters*.



The screenshot shows the *FPM eTOC* homepage with a large red placeholder box labeled "300x250" in white text. The page features the AAFP logo, the *FPM* logo, and the tagline "Better practice. Healthier patients. Rewarding career." Below the header, there are several article thumbnails and a sidebar with links to "Quality Measures: How to Get Them Right" and "99213 or 99214? Three Tips for Navigating the Coding Conundrum".



The screenshot shows the *FPM eTOC* homepage with a large red placeholder box labeled "300x250" in white text. The page features the AAFP logo, the *FPM* logo, and the tagline "Better practice. Healthier patients. Rewarding career." Below the header, there are several article thumbnails and a sidebar with links to "Six Keys to Coding 99211 Visits" and "Four Mobile Apps for Pain Management".

## eTOC/eNewsletter Production Dates

| ISSUE                | SPACE CLOSING DATE | AD MATERIALS DUE | DELIVERY DATE | ISSUE                | SPACE CLOSING DATE | AD MATERIALS DUE | DELIVERY DATE |
|----------------------|--------------------|------------------|---------------|----------------------|--------------------|------------------|---------------|
| Jan - eNewsletter 1  | Dec-6-19           | Dec-17-19        | Jan-8-20      | Jul - eNewsletter 1  | Jun-3-20           | Jun-17-20        | Jul-1-20      |
| Jan/Feb Issue - eTOC | Dec-13-19          | Dec-24-19        | Jan-15-20     | Jul - eNewsletter 2  | Jun-10-20          | Jun-23-20        | Jul-8-20      |
| Jan - eNewsletter 2  | Dec-20-19          | Jan-7-20         | Jan-22-20     | Jul/Aug Issue - eTOC | Jun-19-20          | Jun-30-20        | Jul-15-20     |
| Jan - eNewsletter 3  | Jan-2-20           | Jan-14-20        | Jan-29-20     | Jul - eNewsletter 3  | Jun-24-20          | Jul-8-20         | Jul-22-20     |
| Feb - eNewsletter 1  | Jan-8-20           | Jan-22-20        | Feb-5-20      | Jul - eNewsletter 4  | Jul-1-20           | Jul-15-20        | Jul-29-20     |
| Feb - eNewsletter 2  | Jan-15-20          | Jan-29-20        | Feb-12-20     | Aug - eNewsletter 1  | Jul-8-20           | Jul-22-20        | Aug-5-20      |
| Feb - eNewsletter 3  | Jan-22-20          | Feb-5-20         | Feb-19-20     | Aug - eNewsletter 2  | Jul-15-20          | Jul-29-20        | Aug-12-20     |
| Feb - eNewsletter 4  | Jan-29-20          | Feb-12-20        | Feb-26-20     | Aug - eNewsletter 3  | Jul-22-20          | Aug-5-20         | Aug-19-20     |
| Mar - eNewsletter 1  | Feb-5-20           | Feb-19-20        | Mar-4-20      | Aug - eNewsletter 4  | Jul-29-20          | Aug-12-20        | Aug-26-20     |
| Mar/Apr Issue - eTOC | Feb-17-20          | Feb-26-20        | Mar-11-20     | Sep - eNewsletter 1  | Aug-5-20           | Aug-19-20        | Sep-2-20      |
| Mar - eNewsletter 2  | Feb-19-20          | Mar-4-20         | Mar-18-20     | Sep - eNewsletter 2  | Aug-12-20          | Aug-25-20        | Sep-9-20      |
| Mar - eNewsletter 3  | Feb-26-20          | Mar-11-20        | Mar-25-20     | Sep/Oct Issue - eTOC | Aug-21-20          | Sep-1-20         | Sep-16-20     |
| Apr - eNewsletter 1  | Mar-4-20           | Mar-18-20        | Apr-1-20      | Sep - eNewsletter 3  | Aug-26-20          | Sep-9-20         | Sep-23-20     |
| Apr - eNewsletter 2  | Mar-11-20          | Mar-25-20        | Apr-8-20      | Sep - eNewsletter 4  | Sep-2-20           | Sep-16-20        | Sep-30-20     |
| Apr - eNewsletter 3  | Mar-18-20          | Apr-1-20         | Apr-15-20     | Oct - eNewsletter 1  | Sep-9-20           | Sep-23-20        | Oct-7-20      |
| Apr - eNewsletter 4  | Mar-25-20          | Apr-8-20         | Apr-22-20     | Oct - eNewsletter 2  | Sep-16-20          | Sep-30-20        | Oct-14-20     |
| Apr - eNewsletter 5  | Apr-1-20           | Apr-15-20        | Apr-29-20     | Oct - eNewsletter 3  | Sep-23-20          | Oct-7-20         | Oct-21-20     |
| May - eNewsletter 1  | Apr-8-20           | Apr-22-20        | May-6-20      | Oct - eNewsletter 4  | Sep-30-20          | Oct-14-20        | Oct-28-20     |
| May/Jun Issue - eTOC | Apr-20-20          | Apr-29-20        | May-13-20     | Nov - eNewsletter 1  | Oct-7-20           | Oct-21-20        | Nov-4-20      |
| May - eNewsletter 2  | Apr-22-20          | May-6-20         | May-20-20     | Nov/Dec Issue - eTOC | Oct-19-20          | Oct-28-20        | Nov-11-20     |
| May - eNewsletter 3  | Apr-29-20          | May-12-20        | May-27-20     | Nov - eNewsletter 2  | Oct-21-20          | Nov-4-20         | Nov-18-20     |
| Jun - eNewsletter 1  | May-6-20           | May-19-20        | Jun-3-20      | Nov - eNewsletter 3  | Oct-28-20          | Nov-11-20        | Nov-25-20     |
| Jun - eNewsletter 2  | May-13-20          | May-27-20        | Jun-10-20     | Dec - eNewsletter 1  | Nov-4-20           | Nov-16-20        | Dec-2-20      |
| Jun - eNewsletter 3  | May-20-20          | Jun-3-20         | Jun-17-20     | Dec - eNewsletter 2  | Nov-11-20          | Nov-23-20        | Dec-9-20      |
| Jun - eNewsletter 4  | May-27-20          | Jun-10-20        | Jun-24-20     | Dec - eNewsletter 3  | Nov-18-20          | Dec-2-20         | Dec-16-20     |

## 2020 eTOC-eNewsletter Rates EFFECTIVE JANUARY 1, 2020

|                                   | 1-X      | 3-X      | 6-X     | 12-X    | 18-X    | 24-X    |
|-----------------------------------|----------|----------|---------|---------|---------|---------|
| <b>MEDIUM BOX (330x250)</b>       | \$6,850  | \$6,320  | \$6,020 | \$5,690 | \$5,390 | \$5,120 |
| <b>INLINE TEXT</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 |

# Online Advertising Rates/Opportunities, continued

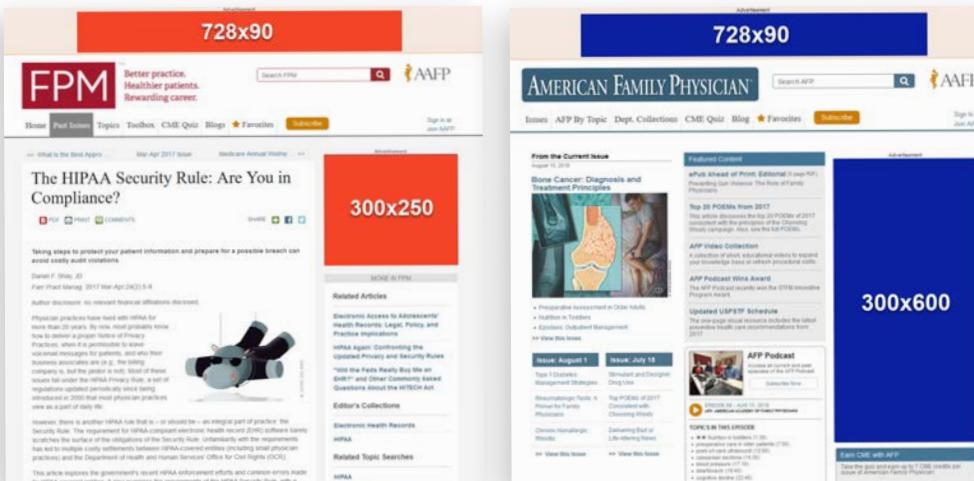
## #1 Journal Website in Family Medicine<sup>1</sup>

The websites for *American Family Physician* (aafp.org/afp) and *FPM* (aafp.org/fpm) are industry leaders in primary care and family medicine. KANTAR rates *AFP* as the #1 “most-visited journal website” in primary care.<sup>1</sup> The most recent DRG | Manhattan Research, HCP Sources, 2018<sup>2</sup> rates *AFP* #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
- Website used for online Continuing Medical Education (eCME) among PCPs and FP/GP

KANTAR rates *FPM* as the #1 practice improvement journal website in family medicine.<sup>1</sup> The combination makes *AFP/FPM* 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<sup>3</sup>

|                  |           |
|------------------|-----------|
| Page views ..... | 4,364,001 |
| Visits .....     | 3,560,457 |

## AAFP.org/afp<sup>3</sup>

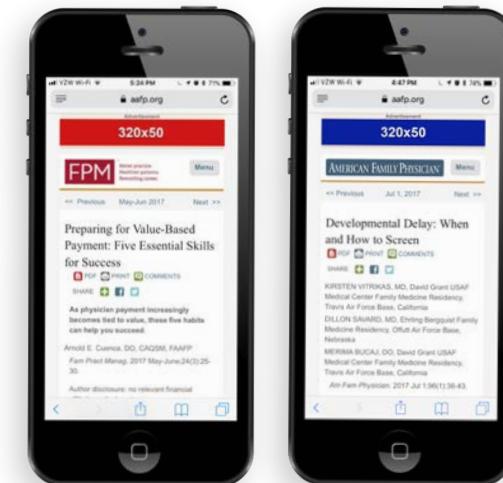
|                  |           |
|------------------|-----------|
| Page views ..... | 4,089,978 |
| Visits .....     | 3,373,252 |

## AAFP.org/fpm<sup>3</sup>

|                  |         |
|------------------|---------|
| Page views ..... | 274,024 |
| Visits .....     | 193,188 |

## Earned Frequency Discounts in *AFP* and *FPM*

Every \$10k purchased online on the aafp.org/afp and aafp.org/fpm websites equals one unit toward earned frequency in *AFP* and *FPM* in print. Every eTOC or eNewsletter placement with *AFP* and *FPM* counts as one-unit toward frequency discounts in print.



## AAFP.org Advertising Rates

RATES EFFECTIVE JANUARY 1, 2020

| AD UNIT   | COST/BASIS | DISCOUNT OPTIONS   |
|---|------------|--|
| AFP/FPM Brand COMBO - BEST BUY! (Banners*)          | \$110 CPM  | 5% Discount on 100K+ impressions per month   |
| AFP/FPM Brand COMBO - BEST BUY! Half Page (300x600) | \$130 CPM  | 5% Discount on 100K+ impressions per month   |
| FPM -Brand Specific (Banners*)                      | \$130 CPM  | 5% Discount on 100K+ impressions per month   |
| FPM -Brand Specific - Half Page (300x600)           | \$140 CPM  | 5% Discount on 100K+ impressions per month   |
| Interstitial AFP/FPM Brand COMBO                    | \$190 CPM  | When purchased in conjunction with equivalent banner impressions in the same month |
| Interstitial AFP Brand Specific                     | \$210 CPM  | When purchased in conjunction with equivalent banner impressions in the same month |

\*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 SUBLOAD    | ANIMATION/VIDEO GUIDELINES   | Z-INDEX RANGES   | UNIT-SPECIFIC NOTES   |
|---------------------------------------|---|---|----------------------------|---------------------------|--|--|---|
| Medium Rectangle                      | 300x250   | Expansion not allowed for this unit         | 200 KB                     | Not allowed for this unit | 15-sec max animation length<br>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                           | 728x90  | Expansion not allowed for this unit         | 200 KB                     | Not allowed for this unit | 15-sec max animation length<br>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                             | 300x600   | Expansion not allowed for this unit         | 200 KB                     | Not allowed for this unit | 15-sec max animation length<br>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).   |
| Expandable/Retractable                | 300x250 to 600x250, 300x600 to 600x600, 728x90 to 728x315 | Expansion must be user-initiated            | 200 KB                     | 300 KB                    | Minimum 24 fps for video<br>15-sec max length (unlimited user-initiated); 1.1 MB additional file size allowed for host-initiated video;<br>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   |
| Smartphone Static Wide Banner         | 320x50  | Expansion not allowed for this unit         | 50 KB                      | Not allowed for this unit | 15-sec max length for animation<br>Video not allowed for this unit<br>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 (aka "Interstitial") | Variable  | Expansion not applicable for this unit      | 200 KB                     | 300 KB                    | Minimum 24 fps for video<br>15-sec max length (unlimited user-initiated); 1.1 MB additional file size allowed for host-initiated video;<br>Unlimited size for user-initiated 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, eNewsletter                     | 300x250   | N/A   | N/A                        |                           | 130 characters   |  | Static Gif or JPEG  |
| eTOC, eNewsletter                     | Inline Text   | N/A   | N/A                        |                           | Headline 50 characters, body copy 300 characters.<br>Up to 2 URL links allowed   |  |   |

# Advertising Policies and Principles

**Advertising revenue in *AFP* and *FPM* is used to support the 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. The appearance of advertising may not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence editorial content.**

Physicians, members, clinicians, patients and other stakeholders count on 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 principles apply to all AAFP journal brands and platforms:**

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 publication. However, the journal editor or publisher has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with its values, and to stop accepting any advertisement previously accepted.
3. Advertisements 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, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a "miracle" cure or method, advertisements that make unsubstantiated health claims for the products advertised, and advertisements directed at children.
5. Advertisements new to the AAFP journals require pre-approval before they can appear.
6. All ads must clearly and prominently identify the advertiser by logo, trademark, or signature.
7. The intentional placement of advertising adjacent to articles discussing the company or products in the same class as the advertised product is prohibited.
8. Ads that make comparative claims to competitive products must be substantiated by supporting data.
9. 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.
10. 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.
11. Ads that make health claims for non-FDA approved nutritional supplements, foods, food additives, and other substances and devices with health claims must be substantiated by clinical studies acceptable to the journal's editors—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."
12. 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 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.

# Advertising Policies and Principles, continued

**13.** 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.

**14.** CME courses, seminars, and conferences are eligible for advertisement. If CME accreditation is advertised, AAFP Prescribed credit should be approved and specified.

**15.** For enduring materials (e.g., books, audio- and videotapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.

**16.** 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.

**17.** 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 *AFP* and *FPM* welcome such advertisements, we will publish no advertisement that, in the judgment of the publisher and editor, resembles our editorial content enough to be mistaken for an article.

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 display the word "ADVERTISEMENT" in 14 pt. bold type (min.),

all caps, at the top center of each page, and are also subject to editor review.

The publisher must preapprove any piece that might be considered advertorial. At the discretion of the publisher, the advertisement may need to be reformatted to minimize its resemblance to our editorial content, so please factor this into your approval timetable. All other guidelines pertaining to advertising in the journals also apply to advertorials.

**18.** 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).

**19.** 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.

**20.** Online advertisements, including sponsored content, must be clearly distinguishable from editorial content. Online ads will be labeled "advertisement" on the web sites.

**21.** 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:

**22.** In consideration of publication of an ad, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, 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.

**23.** Publisher shall not be liable for any failure to print, publish, or circulate any ad accepted by publisher; however, publisher shall use its reasonable efforts to place such ad in subsequent available space.

**24.** Publisher is not responsible for incidental or consequential damage for errors in printing an ad.

**25.** Publisher 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 this rate card.

**26.** Because editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.

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

**28.** Ads must conform to mechanical specifications as indicated in this rate card.

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

# Focused on what family physicians need today – practical, peer-reviewed advice



## ADVERTISING SALES OFFICE

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**Stefanie Valenzano** ..... [svalenzano@aafp.org](mailto:svalenzano@aafp.org)

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Connectiv, The Business  
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