2021 MEDIA KIT

The Most Trusted Brands in Primary Care
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Always in their hands. Never lost in the stack.

Who We Are

The American Academy of Family Physicians (AAFP) is one of the largest medical organizations in the U.S., representing 136,700 family physicians, residents, and medical students, and is the only medical society devoted solely to primary care.

American Family Physician (AFP) is the official peer-reviewed journal of the AAFP, the most read, 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 twice a month, with a monthly publishing schedule beginning in July 2021, mailed to an audience of more than 180,000 primary care physicians, and generates more than 2.6 million online page views a month in the U.S. alone.\(^2\)

**AFP generates more than 2.6 million page views a month in the U.S. alone\(^2\)**

Required Reading. Cover-to-cover CME.

AFP isn’t just read—it’s studied. Every issue provides both the evidence-based, clinical review content that readers can put to use immediately in practice and the opportunity to earn valuable CME from cover-to-cover readership.

**Primary care physicians complete more than 450,000 AFP Issue CME Quizzes each year.\(^3\)**

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1. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 402
2. Adobe Analytics, 6 month average, Sept 2020 - Feb 2021
3. Quiz Usage Report, AFP CME Quiz Returns by Month Received, 2020
The #1 Media Brand in Primary Care

#1 Projected Average Issue Readers (Office-Based) – Primary Care¹

#1 Average Page Exposure (Office-Based) - Primary Care¹

#1 Essential Journal in Primary Care (FP/IM)²

#1 Specialty-Specific Websites Visited (Past 3 Months) Among PCPs and FPs/GPs³

#1 Top Websites Accessed for Professional Purposes (Past 3 Months) Among FPs/GPs³

#1 Top Online and Offline Source Used for Scientific and Clinical Research Among PCPs and FPs/GPs³

#1 Websites Used for Online Continuing Medical Education (eCME) Among PCPs and FPs/GPs³

#1 High Readers (Office-Based) – Primary Care⁵

#1 High Readers as a % of Total Readers (Office-Based) – Primary Care⁵

#1 Most Visited Journal Website in Primary Care⁴

#1 Total Readers (Office-Based) – Primary Care⁵

#1 Cover-to-Cover Readership (Office-Based) – Primary Care¹

¹. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 404
². The Matalia Group, The Essential Journal Study – Primary Care, June 2019
³. DRG Digital/Manhattan Research, Digital HCP Sources, June 2018
⁴. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 201
⁵. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 403
Wide-Ranging Opportunities for Non-Personal Promotion With AFP

Display Advertising
In print, online, in the journals’ regular eNewsletters and eTOCs, display advertising is the cornerstone to your branding and non-personal promotion efforts.

Cover Tips and Outserts
Cover tips put your promotion right on the cover of AFP. Outserts offer a powerful alternative to direct mail to deliver your message to your target audience.

Content Marketing
Employ a variety of content marketing tactics to engage and educate primary care physicians, build awareness, and position your company as a thought leader.

Sponsored Resource Center
Your educational materials (white papers, videos, slide shows) are hosted on aafp.org and distributed through journal eNewsletters and eTOCs, banner ads on the website, and through a regular AAFP member eNewsletter.

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

Podcast Sponsorships
The AFP Podcast is frequently in the top 15 of all medical podcasts on iTunes. It has an average 5.0 star rating (532 reviews) on iTunes. Educational, philanthropic, and recruitment messages are welcome and are played at the top of each episode.

Sponsored Subscriptions
Generate goodwill and exceptional promotional visibility by sponsoring a print subscription to AFP or its sister practice-improvement journal, FPM.

Expand your reach to a highly engaged, fully paid audience!
AFP’s award-winning sister journal, FPM (formerly Family Practice Management), shows physicians how to deliver exceptional patient care, enhance efficiency and revenue, and increase their professional satisfaction. Peer-reviewed CME content focuses on providing practical solutions to the challenges they face every day.

FPM insertions count toward earned frequency in AFP, and vice-versa.

At no extra charge, run-of-book advertisements appearing in the journal’s print edition are entitled, at the request of the advertiser, to run in the digital/app edition of that same issue.

Classified and Recruitment Advertising
Contact Community Brands, AAFP Classified Ad Sales Team 727-497-6568 or aafp@communitybrands.com

See page 20 for more opportunities available from the American Academy of Family Physicians.
Primary Care’s Most Trusted Media Brand
AFP Print Advertising Rates, Specifications

Full-Run, Run-of-Book Rates  RATES EFFECTIVE JANUARY 1, 2021

### AFP Full-Run Rates

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>1 PAGE</td>
<td>$15,770</td>
<td>$15,460</td>
<td>$15,140</td>
<td>$14,990</td>
<td>$14,830</td>
<td>$14,670</td>
<td>$14,280</td>
<td>$14,120</td>
<td>$14,040</td>
<td>$13,960</td>
<td>$13,880</td>
<td>$13,720</td>
<td>$13,570</td>
<td>$13,410</td>
<td>$13,250</td>
<td>$13,090</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$11,830</td>
<td>$11,600</td>
<td>$11,360</td>
<td>$11,240</td>
<td>$11,130</td>
<td>$11,010</td>
<td>$10,710</td>
<td>$10,590</td>
<td>$10,530</td>
<td>$10,470</td>
<td>$10,420</td>
<td>$10,300</td>
<td>$10,180</td>
<td>$10,060</td>
<td>$9,940</td>
<td>$9,820</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$11,040</td>
<td>$10,820</td>
<td>$10,600</td>
<td>$10,490</td>
<td>$10,380</td>
<td>$10,270</td>
<td>$10,070</td>
<td>$9,890</td>
<td>$9,830</td>
<td>$9,780</td>
<td>$9,720</td>
<td>$9,610</td>
<td>$9,500</td>
<td>$9,390</td>
<td>$9,280</td>
<td>$9,170</td>
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<tr>
<td>1/3 PAGE</td>
<td>$7,690</td>
<td>$7,740</td>
<td>$7,580</td>
<td>$7,500</td>
<td>$7,420</td>
<td>$7,340</td>
<td>$7,150</td>
<td>$7,070</td>
<td>$7,030</td>
<td>$6,990</td>
<td>$6,950</td>
<td>$6,870</td>
<td>$6,790</td>
<td>$6,710</td>
<td>$6,630</td>
<td>$6,550</td>
</tr>
</tbody>
</table>

### Color Charges

**CHARGE PER COLOR PER PAGE OR FRACTION**

- Individual Color Process................................................................. $1,490
- Matched Color ................................................................................. $2,300
- Matched Color-Metallic ................................................................. $2,800
- Three- and Four-Color Process ....................................................... $3,590
- Five-Color (4-color process + nonmetallic matched)...................... $5,870
- Six-Color (4-color process + two nonmetallic matched)............... $8,150

### Preferred Position Rates

- 2nd Cover (PREMIUM ON B/W SPACE ONLY)................................. 50%
- 3rd Cover (PREMIUM ON B/W SPACE ONLY)................................. 10%
- 4th Cover (PREMIUM ON B/W SPACE ONLY)................................. 70%
- Opposite Table of Contents (PREMIUM ON B/W SPACE ONLY) ........ 15%
- Following Newsletter (PREMIUM ON B/W SPACE ONLY) ................ 10%
- Preceding Lead Article (PREMIUM ON B/W SPACE ONLY) ............ 10%
- Consecutive Right-hand Pages (PREMIUM ON FULL OR FRACTIONAL) 5%

### AFP Full-Run Inserts

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>2-PAGE</td>
<td>$32,960</td>
<td>$32,320</td>
<td>$31,650</td>
<td>$31,330</td>
<td>$31,000</td>
<td>$30,670</td>
<td>$29,850</td>
<td>$29,520</td>
<td>$29,350</td>
<td>$29,180</td>
<td>$29,010</td>
<td>$28,680</td>
<td>$28,570</td>
<td>$28,030</td>
<td>$27,700</td>
<td>$27,360</td>
</tr>
<tr>
<td>4-PAGE</td>
<td>$65,610</td>
<td>$64,320</td>
<td>$62,990</td>
<td>$62,360</td>
<td>$61,700</td>
<td>$61,030</td>
<td>$59,410</td>
<td>$58,740</td>
<td>$58,410</td>
<td>$58,080</td>
<td>$57,750</td>
<td>$57,080</td>
<td>$56,460</td>
<td>$55,790</td>
<td>$55,120</td>
<td>$54,460</td>
</tr>
<tr>
<td>6-PAGE</td>
<td>$97,940</td>
<td>$96,010</td>
<td>$94,020</td>
<td>$93,090</td>
<td>$92,100</td>
<td>$91,110</td>
<td>$89,680</td>
<td>$87,690</td>
<td>$87,190</td>
<td>$86,700</td>
<td>$86,200</td>
<td>$85,210</td>
<td>$84,270</td>
<td>$83,820</td>
<td>$82,290</td>
<td>$81,290</td>
</tr>
<tr>
<td>8-PAGE</td>
<td>$129,950</td>
<td>$127,400</td>
<td>$124,760</td>
<td>$123,520</td>
<td>$122,200</td>
<td>$120,890</td>
<td>$117,670</td>
<td>$116,350</td>
<td>$115,690</td>
<td>$115,040</td>
<td>$114,380</td>
<td>$113,060</td>
<td>$111,820</td>
<td>$110,500</td>
<td>$109,180</td>
<td>$107,870</td>
</tr>
</tbody>
</table>

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**FULL-RUN RATE INFORMATION**

**FULL-RUN, RUN-OF-BOOK RATES** Effective Rate Date: January 1, 2021.

- 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 pages count toward earned frequency rate, whether demo or FULL-RUN.

**Preferred Position Rates**

- 2nd Cover (PREMIUM ON B/W SPACE ONLY)
- 3rd Cover (PREMIUM ON B/W SPACE ONLY)
- 4th Cover (PREMIUM ON B/W SPACE ONLY)
- Opposite Table of Contents (PREMIUM ON B/W SPACE ONLY)
- Following Newsletter (PREMIUM ON B/W SPACE ONLY)
- Preceding Lead Article (PREMIUM ON B/W SPACE ONLY)
- Consecutive Right-hand Pages (PREMIUM ON FULL OR FRACTIONAL)

**Savings:**

- First-time advertisers/agents are required to prepay first advertising ad campaign or first digital month to ensure placement. Call Advertising Services at (201) 288-4440 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 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:** All pages in AFP and FPM combine to determine an advertiser's earned frequency. Each $10,000 spent online counts as one unit toward frequency.

- **Prescribing Information (PI)/Important Safety Information (ISI) Discount:** Advertisers earn a 50% discount starting with the 3rd PI/ISI page.
### AFP Split-Run Rates

<table>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1-PAGE</td>
<td>$10,410</td>
<td>$10,210</td>
<td>$10,000</td>
<td>$9,900</td>
<td>$9,790</td>
<td>$9,690</td>
<td>$9,580</td>
<td>$9,470</td>
<td>$9,360</td>
<td>$9,250</td>
<td>$9,140</td>
<td>$9,030</td>
<td>$8,920</td>
<td>$8,810</td>
<td>$8,700</td>
<td>$8,590</td>
</tr>
<tr>
<td>2/3-PAGE</td>
<td>$7,810</td>
<td>$7,660</td>
<td>$7,500</td>
<td>$7,420</td>
<td>$7,350</td>
<td>$7,270</td>
<td>$7,200</td>
<td>$7,130</td>
<td>$7,060</td>
<td>$7,000</td>
<td>$6,940</td>
<td>$6,880</td>
<td>$6,820</td>
<td>$6,760</td>
<td>$6,700</td>
<td>$6,640</td>
</tr>
<tr>
<td>1/2-PAGE</td>
<td>$7,290</td>
<td>$7,150</td>
<td>$7,000</td>
<td>$6,930</td>
<td>$6,860</td>
<td>$6,790</td>
<td>$6,720</td>
<td>$6,650</td>
<td>$6,580</td>
<td>$6,510</td>
<td>$6,440</td>
<td>$6,370</td>
<td>$6,300</td>
<td>$6,230</td>
<td>$6,160</td>
<td>$6,090</td>
</tr>
<tr>
<td>1/3-PAGE</td>
<td>$5,210</td>
<td>$5,110</td>
<td>$5,010</td>
<td>$4,950</td>
<td>$4,900</td>
<td>$4,850</td>
<td>$4,800</td>
<td>$4,750</td>
<td>$4,700</td>
<td>$4,650</td>
<td>$4,600</td>
<td>$4,550</td>
<td>$4,500</td>
<td>$4,450</td>
<td>$4,400</td>
<td>$4,350</td>
</tr>
</tbody>
</table>

### AFP Split-Run Color Rates

<table>
<thead>
<tr>
<th>Process</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Color Process</td>
<td>$1,030</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$1,600</td>
</tr>
<tr>
<td>Matched Color-Metallic</td>
<td>$1,940</td>
</tr>
<tr>
<td>Three- and Four-Color Process</td>
<td>$2,500</td>
</tr>
<tr>
<td>Five-Color</td>
<td>$4,070</td>
</tr>
<tr>
<td>Six-Color</td>
<td>$5,650</td>
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</table>

### Covers, Premium Positions

Covers and premium positions are sold annually on a contract basis to individual advertisers. Premiums are charged on one page of ad unit when multiple page units are accepted. Premium position advertisers cannot be guaranteed more than two pages of separation from a competitor. Cancellation of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.

**INSERT SPECIFICATIONS**

A. Availability: All inserts are subject to approval. Sample must be provided for review.

B. Acceptance: No BRCs are accepted. 90 lb text stock maximum. Approval will be granted prior to space closing; inserts must be delivered to the printer two weeks prior to issue date. Variations from standard inserts will be accepted only after prior approval and at the discretion of the publisher. A special charge may be added for handling. Paper attachment, cut, or other effects may not extend to within two inches of any trimmed edge, cover more than 20% of the page area, or result in otherwise undesirable changes in the characteristics of the insert stock.

Short-fold inserts are limited to a maximum of four for each issue.

B. Trimming: Ship folded to 8” x 10 3/4”. Trim size is 7 3/4” x 10 1/2”. Trimming of oversize inserts will be charged at cost. Keep live matter at least 3/8” away from trim edges. Book is jogged to foot; trim is 1/8” each side.

C. Quantity: FULL-RUN is 200,000, which includes spoilage and 1,000 copies for publisher’s use. For more information, contact the Advertising Sales Office at (201) 288-4440.

**SPLIT-RUN RATE INFORMATION**

**COVERAGE TIPS** Your message displayed on a cover tip offers premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact sales for availability and pricing at AAFP_NJ@aaafp.org or (201) 288-4440.

**SPLIT-RUN RATES**

<table>
<thead>
<tr>
<th>Process</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Individual Color Process</td>
<td>$1,030</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$1,600</td>
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<tr>
<td>Matched Color-Metallic</td>
<td>$1,940</td>
</tr>
<tr>
<td>Three- and Four-Color Process</td>
<td>$2,500</td>
</tr>
<tr>
<td>Five-Color</td>
<td>$4,070</td>
</tr>
<tr>
<td>Six-Color</td>
<td>$5,650</td>
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</table>

**Outserts** Outserts offer an effective and cost-efficient method to deliver your message directly to your target audience. Outserts ride along with the journal in a clear polybag, making them visible when the journal is received. Availability is limited. Contact sales for pricing at AAFP_NJ@aaafp.org or (201) 288-4440.

**Acceptance, Pricing, Production Requirements and Cancellation Acceptance**

Content must be reviewed and approved in advance. Reservations only accepted on a firm order in advance. Pricing: Based on a net cost-per-page basis based on the quantity, size, weight, and format of the unit. Production Requirements: Please send two mock-ups for approval to: Quad. Attn: Marty Plotky for AAFP. N61 W23044 Harry’s Way, Sussex, WI 53089. Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close deadline, no charge. 30–60 days prior to issue ad close deadline, 50% of contract rate. 30 days or less prior to issue ad close deadline, 100% of contract rate.
Premium Visibility 
Targeted Programs

Cover Tips
Your message displayed on a cover tip offers premium visibility and precise targeting. These units are available on a limited basis and may only be reserved by contract. Please contact sales for availability and pricing at AAFP_NJ@aafp.org or (201) 288-4440. Specifications for a standard 2-page/single-leaf cover tip:
• Maximum size: 7.5” x 5.5”
• Minimum size: 5” x 5”
• Stock: 100 lb text
• Max. weight: 2 pages (single leaf)
• For custom sizes, pita pockets, and multipage units, please contact sales.

Outserts
Outserts offer an effective and cost-efficient method to deliver your message directly to your target audience. Outserts ride along with the journal in a clear polybag, making them clearly visible when the journal is received. Availability is limited. Contact sales for pricing at AAFP_NJ@aafp.org or (201) 288-4440.
• Maximum size: 7.75” x 10.5”
• Minimum size: 7.75” x 5.25”
• Stock: 120 lb text
• Max. weight: 2 pages (single leaf)
• For custom sizes, pita pockets, and multipage units, please contact sales.

Acceptance, Pricing, Production Requirements, and Cancellation

Pricing: Based on a net cost-per-piece basis based on the quantity, size, weight, and format of the unit.

Production Requirements: Please send two mock-ups for approval to: Quad; Attn: Marty Plotky for AFP, N61 W23044 Harry’s Way; Sussex, WI 53089. Creative with pita pockets must be wafer sealed. Cancellations received 60 days or more via written notice prior to issue ad close deadline, no charge; 30-60 days prior to issue ad close deadline, 50% of contract rate; 30 days or less prior to issue ad close deadline, 100% of contract rate.

Advertising Discount Programs

Buy 6, Get 7th Free
Run in any six issues with a full-run, run-of-book display ad or insert, and receive the 7th ad free!
(Free ad up to the same size as the six paid ads. Not available for outserts or cover tips.)

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 that payment is received at the publisher’s office within 15 days of invoice date. The credit will only be applied to future insertions.

<table>
<thead>
<tr>
<th>2020 Ad Units</th>
<th>2021 Discount</th>
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<tbody>
<tr>
<td>72 -105</td>
<td>1%</td>
</tr>
<tr>
<td>106-150</td>
<td>2%</td>
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<tr>
<td>151-255</td>
<td>3%</td>
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<tr>
<td>256-315</td>
<td>4%</td>
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<tr>
<td>316 or more</td>
<td>5%</td>
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</tbody>
</table>

Corporate Rewards
An individual advertiser (and its divisions or subsidiaries) whose 2020 accumulative ad units in AFP, FPM, and associated publisher billings equal 72 units or more will earn a discount on gross billings in 2021 (see chart). Corporate Rewards are taken after all other discounts. An individual advertiser (and its divisions or subsidiaries) whose 2020 accumulative ad units in AFP, FPM, and associated publisher billings equal 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 2021. 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 2021 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 starting with the 3rd PI/ISI page.
AFP Production

First Issue: January 1970
Issuance: Published 18 times per year
Issue Dates: Twice monthly (1st and 15th, Jan-Jun); once monthly (Jul-Dec)
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. Advertising placement is split equally between the first- and second-half.

Ad Space Sizes
- Full page ...........................................7” x 10”
- 1/2 page ..........................................4½” x 10”
- 1/2 page vertical .....................................3¼” x 10”
- 1/2 page horizontal.............................. 7” x 4½”
- ½ page vertical ....................................2¼” x 10”

Bleed Ad Space Sizes
- Full page ...........................................8” x 10½”
- 1/2 page ..........................................4½” x 10½”
- 1/2 page vertical .....................................3½” x 10½”
- 1/2 page horizontal.............................. 8” x 5½”
- ½ page vertical ....................................2½” x 10½”

Keep live matter 3/8” away from trim edges.
Trim size of magazine: 7 3/4” x 10 3/4”

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. One actual-size, SWOP-certified color proof is required 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.
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 or (913) 906-6294 for Quad job number or additional information.
Ship prepaid. C.O.D. not accepted. Send to:
Quad
Attn: Receiving
N61 W23044 Harry’s Way
Sussex, WI 53089

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

AFP Editorial

General Editorial Direction
AFP’s mission is to empower family physicians to improve the health of patients and communities as the leading source of medical information while advancing science and health equity. For more information, visit https://www.aafp.org/journals/afp/about.html.

CME Credit
AFP offers CME credits free in each issue. The CME quiz that readers complete covers most of the issue content, therefore encouraging cover-to-cover reading.

Editorial Department Features
AFP Clinical Answers, AHRQ: Effective Health Care Reviews, CME Quiz, Cochrane for Clinicians, Curbside Consultation, Diagnostic Tests, Diary of a Family Physician, Editorials, FPIN’s Clinical Inquiries, FPIN’s Help Desk Answers, Graham Center Policy One-Pagers, Letters to the Editor, Lown Right Care, Medicine by the Numbers, Photo Quiz, POEMs, Point-of-Care Guides, Practice Guidelines, Putting Prevention into Practice, STEPS: New Drug Reviews, U.S. Preventive Services Task Force.

Clinical Review Articles
Number of clinical review articles per month: Six
Length of articles: Six to ten pages
(All clinical review articles include CME credit.)

Origin of Editorial (Three-year average)
Staff written: 10%, written by MD editors under contract
Solicited: 71%
Unsolicited: 29%
Peer review: All articles are peer reviewed by family physicians, plus some additional subspecialist reviewers.
Rejection rate: 27% for clinical review articles
AFP Circulation

Definition of Recipient Qualification
Qualified recipients are family physicians, including medical teachers, selected office-based practitioners, selected direct patient care office- and hospital-based general internists of 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.

Circulation Verification
B. Mailing house: MMS, Inc.

Coverage and Subscriptions
A. See the table to the right for a breakdown of circulation by classification of reader.
B. Controlled: 41%; Paid: 3%, Requested: 56%
C. Subscription price in U.S.: $290; Canada: $400; Foreign: $500
D. Institutional price: Quote upon request
E. Medical students, residents, health care professionals, and office management staff in U.S.: $185; Canada: $285; Foreign: $390

Family Physicians
Office Based ................................................................. 74,597
First Year Residents .................................................... 1,572
Residents Other ........................................................... 4,298
Fulltime Hospital Staff .................................................. 7,148
Other Professional Activities ........................................ 14,141
Total Family Physicians ............................................ 116,164

General Practitioners
Office Based .................................................................. 1,832
Fulltime Hospital Staff ................................................... 27
Other Professional Activities .......................................... 453
Total General Practice ................................................ 2,325

Internists
Office Based .................................................................... 49,463
Residents Other ............................................................. 2
Fulltime Hospital Staff .................................................... 372
Other Professional Activities .......................................... 90
Total Internists .............................................................. 49,962

Osteopaths in Family Medicine
Office Based .................................................................... 11,484
Hospital-based................................................................. 2,565
Total Osteopaths ............................................................ 15,236

Others
AAFP Members in Other Specialties or at Foreign Addresses ......................................................... 19,171
Foreign............................................................................... 535
AAFP Student Members ................................................... 1,508
Total Other ........................................................................ 21,214

Total Qualified .................................................................. 189,132
Paid Subscriptions .......................................................... 6,332
Grand Total ...................................................................... 195,464
FPM Print Advertising Rates, Specifications, and Discounts

Full-Run, Run-of-Book Rates  RATES EFFECTIVE JANUARY 1, 2021

<table>
<thead>
<tr>
<th>FPM Full-Run, Run-of-Book Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates Effective January 1, 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1-X</th>
<th>6-X</th>
<th>12-X</th>
<th>18-X</th>
<th>24-X</th>
<th>36-X</th>
<th>48-X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 PAGE</td>
<td>$3,560</td>
<td>$3,480</td>
<td>$3,360</td>
<td>$3,250</td>
<td>$3,160</td>
<td>$3,040</td>
<td>$2,930</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$2,700</td>
<td>$2,620</td>
<td>$2,530</td>
<td>$2,460</td>
<td>$2,380</td>
<td>$2,290</td>
<td>$2,210</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$2,500</td>
<td>$2,440</td>
<td>$2,370</td>
<td>$2,280</td>
<td>$2,210</td>
<td>$2,140</td>
<td>$2,070</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$1,800</td>
<td>$1,750</td>
<td>$1,710</td>
<td>$1,640</td>
<td>$1,600</td>
<td>$1,550</td>
<td>$1,480</td>
</tr>
</tbody>
</table>

Full-Run Insert Rates

<table>
<thead>
<tr>
<th>FPM Full-Run Insert Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates Effective January 1, 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1-X</th>
<th>6-X</th>
<th>12-X</th>
<th>18-X</th>
<th>24-X</th>
<th>36-X</th>
<th>48-X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 PAGE</td>
<td>$1720</td>
<td>$1640</td>
<td>$1572</td>
<td>$1500</td>
<td>$1430</td>
<td>$1360</td>
<td>$1290</td>
</tr>
<tr>
<td>4 PAGE</td>
<td>$14,270</td>
<td>$13,900</td>
<td>$13,440</td>
<td>$12,980</td>
<td>$12,600</td>
<td>$12,150</td>
<td>$11,700</td>
</tr>
<tr>
<td>6 PAGE</td>
<td>n/a</td>
<td>$20,850</td>
<td>$20,160</td>
<td>$19,470</td>
<td>$18,910</td>
<td>$18,230</td>
<td>$17,540</td>
</tr>
<tr>
<td>8 PAGE</td>
<td>n/a</td>
<td>$27,700</td>
<td>$26,880</td>
<td>$25,960</td>
<td>$25,100</td>
<td>$24,300</td>
<td>$23,380</td>
</tr>
</tbody>
</table>

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 | $920 |
| Six-Color Process | $1,260 |

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, 2021. 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 application and prepay advertising to ensure placement. Call Advertising Services at (201) 288-4440 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. 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. Cancellation of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.
**FPM 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

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### Production Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSING DATE</th>
<th>MATERIALS CLOSING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>Dec 1</td>
<td>Dec 10</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>Feb 1</td>
<td>Feb 12</td>
</tr>
<tr>
<td>May/Jun</td>
<td>Apr 1</td>
<td>Apr 14</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>Jun 1</td>
<td>Jun 14</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>Aug 1</td>
<td>Aug 12</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Oct 1</td>
<td>Oct 14</td>
</tr>
</tbody>
</table>

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**Ad Space Sizes**

**Ad Space Sizes**

- Full page ........................................... 7” x 10”
- 7½ page ........................................... 4½” x 10”
- ½ page vertical .................................. 3¼” x 10”
- ½ page horizontal ................................. 7” x 4½”
- ½ page vertical .................................. 2½” x 10”

**Bleed Ad Space Sizes**

- Full page ........................................... 8” x 10½”
- 7½ page ........................................... 4½” x 10½”
- ½ page vertical .................................. 3½” x 10½”
- ½ page horizontal ................................. 8” x 5½”
- ½ page vertical .................................. 2½” x 10½”

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### 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: AAFP_NJ@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**

- 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@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 for additional specifications.

### Advertising Materials

Send PDFs to: 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

1. Run-of-book advertisements appearing in the journal’s print edition are entitled, by advertiser request, to run in the digital/app edition of that same issue in the “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 at: btaylor@aafp.org for more details.

3. 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.

FPM Editorial

The mission of FPM is to give family physicians the tools and information they need to maintain efficient and effective practices, enhance the patient experience, and maximize their professional satisfaction.

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.

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.

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.

Coding and Billing Expertise

FPM’s advice on diagnosis and procedure coding translates to dollars for readers. The complexity of the coding systems and ever-changing billing rules makes FPM’s coding and documentation advice invaluable.
#1 Journal Website in Family Medicine

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.\(^1\) Per DRG | Manhattan Research, HCP Sources, 2018, *AFP* is rated #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
- 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.\(^1\) 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, U.S. Only**

<table>
<thead>
<tr>
<th></th>
<th>Page views</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAFP.org/afp, U.S. Only(^3)</td>
<td>2,632,460</td>
<td>2,104,198</td>
</tr>
</tbody>
</table>
| AAFP.org/fpm, U.S. Only\(^3\) | 322,650    | 232,759  

**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.

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1. KANTAR Medical/Surgical Media Measurement, Fall 2020 Primary Care, Table 201
2. DRG Digital | Manhattan Research, Digital HCP Sources, June 2018
3. Adobe Analytics, 6-month average, September 2020 - February 2021
## Online Advertising Rates/Opportunities (continued)

### AAFP.org Advertising Rates

**RATES EFFECTIVE JANUARY 1, 2021**

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>COST/BASIS</th>
<th>DISCOUNTS/OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFP/FPM Brand Combo Best Buy! (banners*)</td>
<td>$115 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>AFP/FPM Brand Combo Best Buy! Half page (300x600)</td>
<td>$135 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>Journal Brand Specific (banners*)</td>
<td>$135 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>Journal Brand Specific - Half page (300x600)</td>
<td>$145 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>Interstitial AFP/FPM Brand Combo</td>
<td>$195 CPM</td>
<td>When purchased in conjunction with equivalent banner impressions in the same month</td>
</tr>
<tr>
<td>Interstitial Journal Brand Specific</td>
<td>$215 CPM</td>
<td>When purchased in conjunction with equivalent banner impressions in the same month</td>
</tr>
</tbody>
</table>

*Leaderboard (728x90), medium box (300x250)

### Website and eTOC Advertising Specifications

<table>
<thead>
<tr>
<th>CREATIVE UNIT NAME</th>
<th>INITIAL DIMENSIONS (WxH IN PIXELS)</th>
<th>MAXIMUM EXPANDED DIMENSIONS (WxH IN PIXELS)</th>
<th>MAX INITIAL FILE LOAD SIZE</th>
<th>HOST-INITIATED SUBLOAD</th>
<th>ANIMATION/VIDEO GUIDELINES</th>
<th>Z-INDEX RANGES</th>
<th>UNIT-SPECIFIC NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expandable/Retractable</td>
<td>300x250 to 600x250, 300x600 to 600x600, 728x90 to 728x315</td>
<td>Expansion must be user-initiated</td>
<td>150 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video 15-sec max animation length; Max loop 3 times</td>
<td>5,000 - 1,999,999 (for entire ad unit)</td>
<td>Retract Feature = Either click to close//expand or enable Mouse-Off Retraction</td>
</tr>
<tr>
<td>Medium Rectangle (Non Expanding)</td>
<td>300x250</td>
<td>N/A</td>
<td>150 KB</td>
<td>Not allowed for this unit</td>
<td>15-sec max animation length; Max loop 3 times</td>
<td>0 - 4,999</td>
<td>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).</td>
</tr>
<tr>
<td>Leaderboard (Non Expanding)</td>
<td>728x90</td>
<td>N/A</td>
<td>150 KB</td>
<td>Not allowed for this unit</td>
<td>15-sec max animation length; Max loop 3 times</td>
<td>0 - 4,999</td>
<td>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).</td>
</tr>
<tr>
<td>Half Page (Non Expanding)</td>
<td>300x600</td>
<td>N/A</td>
<td>150 KB</td>
<td>Not allowed for this unit</td>
<td>15-sec max animation length; Max loop 3 times</td>
<td>0 - 4,999</td>
<td>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).</td>
</tr>
<tr>
<td>Smartphone Static Wide Banner</td>
<td>320x50</td>
<td>N/A</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15-sec max animation length; Video not allowed for this unit See “In-Banner Video” &amp; Rich Media units below for video</td>
<td>0 - 4,999</td>
<td>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).</td>
</tr>
<tr>
<td>Between-the-Page (a.k.a. “Interstitial”)</td>
<td>Variable</td>
<td>N/A</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15-sec max animation length; Video not allowed for this unit See “In-Banner Video” &amp; Rich Media units below for video</td>
<td>N/A unless the ad covers content on the target page, then use range for overlays: 6,000,000+</td>
<td>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)</td>
</tr>
<tr>
<td>eTOC/Newsletter</td>
<td>300x250</td>
<td>N/A</td>
<td>N/A</td>
<td>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.</td>
<td>N/A unless the ad covers content on the target page, then use range for overlays: 6,000,000+</td>
<td>Static Gif or JPEG Flash and rich media are not supported. Third party <code>&lt;noscript&gt;</code> tags are accepted if they render the actual Gif image and URL landing page. Tags rendering at 1 ppi are not accepted.</td>
<td></td>
</tr>
<tr>
<td>eTOC/Newsletter</td>
<td>Inline Text</td>
<td>N/A</td>
<td>N/A</td>
<td>Headline 50 characters, body copy 300 characters. Up to 2 URL links allowed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Email Display and Inline Text Advertising

**Distribution:** Includes active AAFP member physicians and journal subscribers.

**Semi-exclusive opportunity:** Only one display ad (300x250 medium box) and one inline text ad (headline/copy = 350 characters) are accepted per newsletter or eTOC. High SOV.

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

### AFP eTOC/eNewsletter Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1-X</th>
<th>3-X</th>
<th>6-X</th>
<th>12-X</th>
<th>18-X</th>
<th>24-X</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIUM BOX (300x250)</td>
<td>$9,400</td>
<td>$8,940</td>
<td>$8,510</td>
<td>$8,040</td>
<td>$7,620</td>
<td>$7,250</td>
</tr>
<tr>
<td>INLINE TEXT AD</td>
<td>$6,590</td>
<td>$6,260</td>
<td>$5,970</td>
<td>$5,640</td>
<td>$5,350</td>
<td>$5,080</td>
</tr>
<tr>
<td>MED. BOX &amp; INLINE TEXT</td>
<td>$15,410</td>
<td>$14,650</td>
<td>$13,960</td>
<td>$13,190</td>
<td>$12,500</td>
<td>$11,880</td>
</tr>
</tbody>
</table>

### AFP eTOC/eNewsletter Production Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD SPACE CLOSING</th>
<th>AD MATERIAL DUE</th>
<th>AFP ETOC/ENEWSLETTER DELIVERY DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 1 - eTOC</td>
<td>12/08/20</td>
<td>12/16/20</td>
<td>01/04/21</td>
</tr>
<tr>
<td>Jan 15 - eTOC</td>
<td>12/17/20</td>
<td>01/07/21</td>
<td>01/19/21</td>
</tr>
<tr>
<td>Feb 1 - eTOC</td>
<td>01/08/21</td>
<td>01/20/21</td>
<td>02/01/21</td>
</tr>
<tr>
<td>Feb 15 - eTOC</td>
<td>01/22/21</td>
<td>02/05/21</td>
<td>02/16/21</td>
</tr>
<tr>
<td>Mar 1 - eTOC</td>
<td>02/05/21</td>
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**EMAIL DISTRIBUTION**

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<tr>
<th>EMAIL DISTRIBUTION</th>
<th>AFP eTOC/ENEWSLETTER</th>
<th>FPM eTOC</th>
<th>FPM “QUICK TIPS”</th>
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<tr>
<td>Average Distribution</td>
<td>106,044</td>
<td>66,656</td>
<td>86,196</td>
</tr>
<tr>
<td>Frequency</td>
<td>2x/month</td>
<td>6x/year</td>
<td>Weekly</td>
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**Specialty**

- Family Medicine: 93% 99% 88%
- Other Specialty: 7% 6% 8%
- Unknown or Not Applicable: 4% 1% 7%

**Designation**

- MD: 62% 82% 75%
- DO: 13% 16% 15%
- NP: 1% 0% 1%
- PA: 2% 0% 1%
- Other Designation: 22% 2% 3%
- Unknown: 21% 1% 5%

* Specialties and Designations add to more than total due to multiple specialties and designations for many individuals.
### FPM eTOC Advertising Rates

<table>
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<tr>
<th>MEDIUM BOX (300x250)</th>
<th>1-X</th>
<th>3-X</th>
<th>6-X</th>
<th>12-X</th>
<th>18-X</th>
<th>24-X</th>
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<tbody>
<tr>
<td>$6,850</td>
<td>$6.320</td>
<td>$6,020</td>
<td>$5,690</td>
<td>$5,390</td>
<td>$5,120</td>
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<tr>
<td>INLINE TEXT AD</td>
<td>$4,660</td>
<td>$4,430</td>
<td>$4,230</td>
<td>$3,990</td>
<td>$3,790</td>
<td>$3,600</td>
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<tr>
<td>MED. BOX &amp; INLINE TEXT</td>
<td>$10,900</td>
<td>$10,370</td>
<td>$9,670</td>
<td>$9,330</td>
<td>$8,850</td>
<td>$8,400</td>
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### FPM eTOCs/eNewsletters Production Deadlines

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<tr>
<th>ISSUE</th>
<th>AD SPACE CLOSING</th>
<th>AD MATERIAL DUE</th>
<th>ETOC/ ENEWSLETTER DELIVERY DATE</th>
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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. All ads must clearly and prominently identify the advertiser by logo, trademark, or signature.

6. The intentional placement of advertising adjacent to articles discussing the company or products in the same class as the advertised product is prohibited.

7. Ads that make comparative claims to competitive products must be substantiated by supporting data.

8. 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.

9. 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.

10. 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.”

11. 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.
12. 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.

13. CME courses, seminars, and conferences are eligible for advertisement.

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

15. 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.

16. 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 in form or format 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.

17. 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).

18. 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.

19. Online advertisements, including sponsored content, must be clearly distinguishable from editorial content. Online ads will be labeled “advertisement” on the web sites.

20. 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.

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

22. 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.

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

24. 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.

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

26. 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.

27. 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.
More Opportunities with the AAFP

The American Academy of Family Physicians (AAFP) works with a variety of health care-focused companies that share our goal of providing family physicians, their care teams, and their patients with the best resources and education tools. We strive to ensure our partnership delivers a valuable, collaborative, and relevant experience by identifying win-win opportunities for everyone involved.

The AAFP provides numerous ways to connect and collaborate with the Academy and our members.

**FAMILYDOCTOR.ORG**

Familydoctor.org, our patient-focused site, is viewed by more than 150,000 unique visitors per month.

**FOUNDATION CORPORATE PARTNER PROGRAM**

Deepen your network within the family medicine community. Become a Corporate Partner with the AAFP Foundation—the philanthropic arm of the AAFP. Together, with Corporate Partners, we advance the values of family medicine for our members and the patients they serve.

**EDUCATION**

Collaborate with us on key sponsored opportunities to create, develop, and improve educational outcomes for family physicians, residents, and medical students as well as the patients they serve. We can work together to identify and develop practical, evidence-based tools and resources, as well as build on the AAFP’s award-winning familydoctor.org website—a valuable patient and physician resource.

**EVENT MARKETING**

Increase your company’s visibility and connect with members at high-profile events, including Family Medicine Experience (FMX), the AAFP’s largest family medicine event of the year; National Conference of Family Medicine Residents and Medical Students; and the AAFP Chapter Leadership Conference.

**AFFINITY PROGRAMS**

Promote your products or professional services through dedicated and frequent promotional marketing channels, including the AAFP’s Member Advantage Program.

To explore the many partnership opportunities through the AAFP or to learn more, contact: strategicengagements@aafp.org or (800) 274-2237, ext. 4445