

## AAFP Classifieds / CME Rate Card

Print & Online

Effective January 1, 2019



### Summary

American Family Physician (AFP), the official clinical publication of the American Academy of Family Physicians (AAFP), is universally recognized as the best-read journal among primary care physicians. Promoting opportunities to AFP's qualified circulation of 180,000 (including medical students) is a highly effective way to recruit doctors. AFP boasts the most comprehensive classified section of primary care physician opportunities published in any medical journal.

AAFP also offers a dedicated CME advertising section where readers turn to for more information on upcoming courses and programs.

### Classifieds

#### Classifieds: Word Rates

	1X	2-3X*	4-7X*	8-11X*	12-23X*	24X*
Cost Per Word	\$11.96	\$10.50	\$9.80	\$9.25	\$9.00	\$8.60

(Minimum: 40 words)

#### Classifieds: Display Rates

	1X	2-3X*	4-7X*	8-11X*	12-23X*	24X*
Cost Per Column Inch	\$624	\$525	\$500	\$465	\$450	\$440

(Minimum: 1 column inch)

#### Classifieds: Unit Display Rates

	1X	2-3X*	4-7X*	8-11X*	12-23X*	24X*
1/6 Page	\$2,725	\$2,350	\$2,200	\$2,100	\$2,050	\$1,950
1/3 Page	\$5,096	\$4,400	\$4,150	\$3,900	\$3,800	\$3,650
1/2 Page	\$7,670	\$6,650	\$6,250	\$5,900	\$5,750	\$5,525
Full Page	\$11,128	\$10,200	\$9,800	\$9,400	\$8,600	\$8,200

#### CME: Unit Display Rates

	1X	2-3X*	4-7X*
1/12 Page	\$902	\$798	\$759
1/6 Page	\$1,788	\$1,595	\$1,513
1/3 Page	\$3,355	\$3,025	\$2,833
1/2 Page	\$5,033	\$4,510	\$4,263
Full Page	\$7,458	\$6,545	\$5,643

\*Frequency rates: your ad must be ordered and fully paid at time of order for two or more consecutive issues. If an ad is cancelled, credit will be based on the frequency rate earned by the remaining ad volume.

**BLIND BOX SERVICE:** \$50 one-time fee.

**FOUR COLOR:** Available for 1/6 page and larger. Add 30% to ad rates above.

#### Ad Dimensions - Unit Display

CLASSIFIEDS	CME
1/6 Page: 2 1/16"W x 4 3/8"D	1/12 Page: 2 1/16"W x 2 1/4"D
1/3 Page: 4 1/4"W x 4 3/8"D (H)	1/6 Page: 2 1/16"W x 4 1/2"D
1/3 Page: 2 1/16"W x 8 7/8"D (V)	1/3 Page: 4 1/4"W x 4 1/2"D
1/2 Page: 6 1/2"W x 4 3/8"D	1/2 Page: 6 1/2"W x 4 1/2"D
Full Page: 6 1/2"W x 8 7/8"D	Full Page: 6 1/2"W x 8 5/8"D

**COLUMN INCH:** 2 1/16"W x 1"D

### Circulation

AFP reaches a BPA-audited circulation of approximately 180,000. Qualified recipients include the full universe of U.S. family physicians plus internists, general practitioners, family medicine/general medicine osteopathic physicians, other select direct patient care office and hospital-based physicians, AAFP members in other specialties, AAFP student affiliate members and other allied healthcare professionals that work in the primary care practice environment. Detailed listing available upon request.

### Creative Services

Community Brands is able to create an ad for you that engages your audience through full service creative/design work. Our design experts provide brand development consultation, creation of display ads, banner ads, etc. Design rates are \$75/hr. Quotes for each job are free and non-committal.

### AAFP CME Accreditation

Advertised CME courses/programs must be submitted for AAFP's CME credit determination approval by the Commission on Continuing Professional Development prior to being advertised. Please note that the approval process takes approximately six weeks. To get started, visit the CME Accreditation section of AAFP's website: [www.aafp.org/cme](http://www.aafp.org/cme)

### Classifieds: Headings

When no ad heading is submitted, we will use our judgment in classifying an ad, which may include:

Chief	Internal Medicine	Medical Services
Chair	Locum Tenens	Physicians Wanted
Director	Medical Education	Positions Wanted
Faculty	Medical Equipment/Supplies	Practice For Sale
Fellowship	Medical Meetings	Residencies
Hospitalist	Medical Publications	Urgent Care

### Counting Words

Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and five numerals or less are considered one word. If you use a post office box for an address, P.O. is one word, Box is one word and number of box is one word. Cities and states consisting of two words or more are considered one word: i.e., "New York" and "Salt Lake City." Zip code is considered one word. Internet or Email addresses count as three words each. Telephone numbers with area code are considered one word. No charge for normal punctuation.

### Word Ad Style

Classified print ads are set solid with the first line of copy set in bold. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

### Issuance & Closing Dates

Published 24 times per year, on the 1<sup>st</sup> and 15<sup>th</sup> of each month. Closing date is approximately 30 days in advance of the issue date (i.e. January 1 closes December 1). Mailing date is one week following issue date. Copy changes/cancellations are accepted only in writing and must be received on or before closing date of the scheduled issue(s).



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## Summary

FPM, the official practice improvement journal, is delivered bi-monthly in print and digital formats to AAFP members and subscribers and viewed online by more than 166,000 unique visitors monthly. Through print and digital channels, FPM delivers concise, timely content in easy-to-consume formats.

The journals offer a variety of print and online advertising packages to help you to connect with hard-to-reach physicians in the best read and most respected journals among family and primary care physicians.

Issue Date:	Closing Date:
January/February	December 3, 2018
March/April	February 4, 2019
May/June	April 1
July/August	June 3
September/October	August 5
November/December	October 7

## Classifieds

The Classified section offers word and display advertising options in the following categories: Recruitment, CME, Used Equipment, Practices for Sale, Practices Wanted, Education, Books & Publications.

### Classifieds: Word Rates

	1 Issue	3 Issues*
Cost Per Word	\$2.09	\$1.93

(Minimum: 40 words)

**CLASSIFIED WORD AD STYLE:** All advertisements are set uniformly. They are set solid with the lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks and borders are not permitted.

**COUNTING WORDS:** Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and five numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Zip code is considered one word. When using Internet or email addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

### Classifieds: Display Rates

	1 Issue	3 Issues*
Cost Per Column Inch	\$115	\$99

(Minimum: 1 column inch)

### Classifieds: Unit Display Rates (B/W & COLOR)

	1 Issue		3 Issues*	
1/12 Page	\$329 (B/W)	\$374 (COL)	\$290 (B/W)	\$330 (COL)
1/6 Page	\$578 (B/W)	\$649 (COL)	\$517 (B/W)	\$578 (COL)
1/3 Page	\$996 (B/W)	\$1,128 (COL)	\$897 (B/W)	\$1,012 (COL)
1/2 Page	\$1,540 (B/W)	\$1,846 (COL)	\$1,375 (B/W)	\$1,595 (COL)
Full Page	\$1,958 (B/W)	\$2,035 (COL)	\$1,848 (B/W)	\$1,925 (COL)

**BLIND BOX SERVICE:** \$45 one-time fee.

### Ad Dimensions

Column Inch	2 1/8" W x 1" D
1/6 Page (V):	2 1/8" W x 4 1/2" D
1/3 Page (V):	2 1/8" W x 8 3/4" D
1/3 Page (H):	4 3/8" W x 4 1/2" D
1/2 Page (H):	6 3/4" x 4 1/2" D
Full Page (H):	6 3/4" W x 9" D

\*Rates are per issue. Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

### Creative Services

Community Brands is able to create an ad for you that engages your audience through full service creative/design work. Our design experts provide brand development consultation, creation of display ads, banner ads, etc. Design rates are \$75/hr. Quote for each job are free and non-committal.



## Online Advertising

AAFP CareerLink is the American Academy of Family Physicians' exclusive online Career Center. Maximize your reach by placing your job openings and targeted messages on this highly trafficked Physician resource.

### Online Advertising Packages:

Job Flash™ Package	Premium Job Flash™ Package	Ultimate Recruitment Package
<ul style="list-style-type: none"> <li>Job emailed to thousands of family physicians in one edition of the AAFP Job Flash</li> <li>Job posted for 60 days</li> </ul> <p>\$649 Member / \$799 Non-Member</p>	<p>Everything included in the Job Flash Package plus:</p> <ul style="list-style-type: none"> <li>Featured on Homepage</li> <li>Remains High in Search Results</li> <li>Resume Bank Access</li> </ul> <p>\$799 Member / \$1,099 Non-Member</p>	<p>Everything included in the Premium Job Flash Package Plus:</p> <ul style="list-style-type: none"> <li>TalentBoost Upgrade distributes Job to Network of 1000+ National, Niche, &amp; Local Job Boards</li> <li>Job listed in 5 editions of the AAFP SmartBrief, which deploys daily to more than 27,000 opt-in subscribers</li> </ul> <p>\$1,299 Member / \$1,499 Non-Member</p>

\* Combine print and online for 10% off your total order

### Recruitment Solutions Packages:

Annual Package \$69,995 (Valued at \$100,062)	Six Month Package \$39,995 (Valued at \$62,187)	Three Month Package \$19,995 (Valued at \$38,384)
<ul style="list-style-type: none"> <li>2 Full page color ads in AAFP's Conference Recruitment Guides - National and FMX – Exposure to an additional 7,300+ Family Physicians, medical students, and family medicine residents</li> <li>One-year banner ad on AAFP CareerLink</li> <li>12 Ultimate Recruitment Package job postings</li> <li>6 Job Flash Email banner ads</li> <li>1/3-Page display ad in the American Family Physician for 12 issues</li> <li>3-Month banner ad on the American Family Physician Journal Page – Averages 20,000 impressions, 4.06 million page views, and 3.37 million visits, of which 2.74 million are unique visitors</li> </ul>	<ul style="list-style-type: none"> <li>6-Month banner ad on AAFP CareerLink</li> <li>10 Ultimate Recruitment Package job postings</li> <li>3 Job Flash Email banner ads</li> <li>1/3-Page display ad in the American Family Physician for 6 issues</li> <li>3-Month banner ad on the American Family Physician Journal Page – Averages 20,000 impressions, 4.06 million page views, and 3.37 million visits, of which 2.74 million are unique visitors</li> </ul>	<ul style="list-style-type: none"> <li>3-Month banner ad on AAFP CareerLink</li> <li>4 Ultimate Recruitment Package job postings</li> <li>3 Job Flash Email banner ads</li> <li>1/6-page display ad in the American Family Physician for 6 issues</li> <li>3-Month banner ad on the American Family Physician Journal Page – Averages 20,000 impressions, 4.06 million page views, and 3.37 million visits, of which 2.74 million are unique visitors</li> </ul>

\* Customized packages available upon request

## Online Banner Ads

Establish your brand as an employer of choice for family physicians with an online banner advertising strategy.

### Banner Ad Specs:

- Leaderboard (728 px wide x 90 high)
- Skyscraper (160 px wide x 600 px high)
- Small Rectangle (250 px wide x 250 px high)
- File Type: gif/jpg/png/animated gif
- Max looping for animated ads is 3, ending on a branded frame.
- Max animation time 2:00. Max speed 18 FPS.
- ClickTag command into GetURL action

### Leaderboard or Skyscraper (All Zones)

Duration:	Members:	Non-Members:
15 Days	\$536	\$804
30 Days	\$975	\$1,463
60 Days	\$1,560	\$2,340
90 Days	\$2,194	\$3,291
365 Days	\$7,020	\$10,530

### Small Rectangle (Home Page)

Duration:	Members:	Non-Members:
15 Days	\$206	\$309
30 Days	\$375	\$600
60 Days	\$600	\$900
90 Days	\$844	\$1,266
365 Days	\$2,700	\$4,050

## Production Specifications

The following file types are accepted:

- Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines).
- High resolution PDF file (distilled through Acrobat Distiller with fonts embedded).
- InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included.
- Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK breakdown);
- Included images must be 300 dpi resolution, saved as PDF, Tiff or EPS.

Please send ads via email to: [AAFP@communitybrands.com](mailto:AAFP@communitybrands.com) with a copy to your sales account representative. Please indicate in the subject line the publication in which the ad is being placed.

FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes. Please state clearly which magazine the ad is being placed in.

If requirements are not met, reproduction quality is at the advertiser's risk.

## Agency Commission

15% of gross billing on display advertising only.

## Copy & Contract Policies

A. PUBLISHER and/or Community Brands reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or Community Brands reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or Community Brands, advertising already run shall be paid for at the rate that would apply if the entire order were published.

Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or Community Brands for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or Community Brands and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or Community Brands may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or Community Brands' liability shall not exceed a refund of amounts paid to PUBLISHER or Community Brands for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor Community Brands are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor Community Brands will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Hartford, Connecticut and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or Community Brands, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim

or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or Community Brands, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or Community Brands. The rights of PUBLISHER or Community Brands shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or Community Brands, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or Community Brands for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by Community Brands is owned by Community Brands, and may not be otherwise used by the Advertiser without Community Brands' prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at Community Brands' and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Print rates and units of space are effective with the January 1, 2019 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing. Online CareerLink rates are effective January 1, 2019.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or Community Brands and the Advertiser and/or Agency. Neither PUBLISHER nor Community Brands has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or Community Brands, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or Community Brands.