

## AAFP Classifieds/CME Rate Card

Print & Online

Effective January 1, 2022

### Summary

The American Academy of Family Physicians (AAFP) offers a dedicated CME advertising section in both *American Family Physician* and *FPM* medical journals where readers turn for more information on upcoming courses and programs. The AAFP CME is designed to help physicians meet the ABFM's Family Medicine Certification (formerly MC-FP) requirements when and how it works for their schedule.

The *American Family Physician* and *FPM* medical journals aren't just read, they're studied. Every issue provides both the evidence-based, clinical review content that readers can put to use immediately in their practice and the opportunity to earn valuable CME credits from cover-to-cover readership.

In each issue of the *AFP* or *FPM*, at least five (5) or more free CME credits are offered. The CME quiz that readers complete covers most of the content in the issue, therefore encouraging cover-to-cover reading.

*American Family Physician* is published twelve (12) times per year in print and online. Mailing date is approximately one week following the issue date. Copy changes/cancellations are accepted only in writing and must be received on or before the closing date of the scheduled issues.

*FPM* is published six (6) times per year in print and online, every other month starting in January. Closing date is approximately 30 days in advance of the issue date.

### Classifieds

The classified section offers word and display advertising options in the Continuing Medical Education (CME) category.

#### CME: Display Rates

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

(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.

#### CME: Word Rates

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

(Minimum: 1 column inch)

#### 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 |

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

#### Ad Dimensions

| Column Inch                   |
|-------------------------------|
| 1/12 Page: 2 1/16"W x 2 1/4"D |
| 1/6 Page: 2 1/16"W x 4 1/2" D |
| 1/3 Page: 4 1/4"W x 4 1/2" D  |
| 1/2 Page: 6 1/2"W x 4 1/2" D  |
| Full Page: 6 1/2"W x 8 5/8"D  |

#### 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.