

AFP OUTSERTS

Package your promotional literature with the most essential journal in primary care.¹

Placing an outsert with *American Family Physician (AFP)* gives you prominent exposure to primary care physicians and positions your message with the second highest qualified circulation of any BPA audited medical journal.²

Benefits to Sponsor

- **Premiere exposure:** Your outsert mails in a polybag together with the journal.
- **Exclusivity:** If placing a full-run outsert, only one outsert per issue is accepted.
- **Unique formats allowed:** Because your outsert does not interfere with the physical environment of the journal itself, some variation from standard folding and format, which is not acceptable for inserts, may be allowed upon prior approval and at the discretion of the publisher. (For example, bound-in BRCs are generally acceptable.)
- **Advertorial content allowed:** Advertorials may be acceptable upon prior approval and at the discretion of the publisher. Call your *AFP* sales representative for policies regarding advertorials.

Weight limit is 3.3 oz. (which is the maximum weight allowed by the USPS). Maximum trim size is 7-3/4" x 10-1/2" and minimum is 5-1/4" x 7-3/4".

Contact the *AFP* sales team for pricing.

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

Outsert Shipping

Each outsert carton should be marked for *AFP* journal, with date of issue, Quad job number, name of advertiser, product, and quantity. Insert shipments not meeting requirements are subject to additional charges. For Quad job number or additional information, contact Production Department at btaylor@aafp.org or (913) 906-6294.

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

Send Outserts to:

Quad
Attn: Receiving
N61 W2300 Harry's Way
Sussex, WI 53089

Speak to your account manager.

1. The Matalia Group, The Essential Journal Study - Primary Care, June 2019
2. BPA Brand Compare Tool. Healthcare. April 2022

