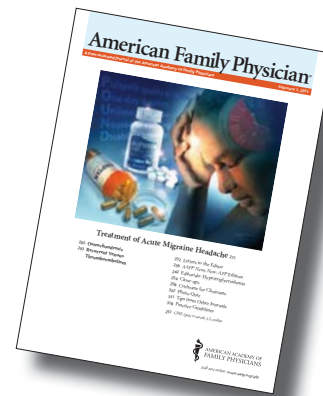


American Family Physician®

2012 Rate Card



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EDITORIAL

Average Issue Information

Number of clinical review articles per issue: 4
Length of articles: 7 pages

Editorial Department Features

AAFP News Now: *AFP* Edition, *BMJ's Clinical Evidence Handbook*, *Close-ups: A Patient's Perspective*, *CME Quiz*, *Cochrane for Clinicians*, *Curbside Consultation*, *Editorials*, *FPIN's Clinical Inquiries*, *U.S. Preventive Services Task Force*, *Graham Center Policy One-Pagers*, *Inside AFP*, *Letters to the Editor*, *Photo Quiz*, *Point-of-Care Guides*, *Practice Guidelines*, *Putting Prevention into Practice*, *STEPS: New Drug Reviews*, and *Tips from Other Journals*.

ADVERTISING MATERIALS

Send compact discs, repro proofs or inserts to:

Brown Printing Company

(for *American Family Physician*)

2300 Brown Avenue
PO Box 1549
Waseca, MN 56093-0517

Each insert carton should be marked for *AFP* journal, with date of issue, name of advertiser, product and quantity. Contact Bret Taylor, btaylor@aafp.org, for insert delivery requirements. Insert shipments not meeting requirements are subject to additional charges. Call printer to schedule delivery at 507-835-0393.

Note: Excess inserts are destroyed after printing of each issue.

DIRECTORY

Production/Editorial Office

11400 Tomahawk Creek Parkway
Leawood KS 66211-2680
(800) 274-2237, (913) 906-6000, Fax (913) 906-6080

Vice President for Publications and Strategic Partnerships,

Craig Doane..... x4450

Publisher, Stephanie Hanaway..... x5161

Associate Publisher/Advertising and Marketing Director,

Linda G. Doggett..... x5157

Advertising Business Manager, Brian W. Arbuckle..... x5154

Advertising Services Specialist, Amy Swift..... x5156

Circulation Director, Cathy Donahue..... x5165

Production Director, Bret Taylor..... x5141

Advertising Coordinator, Linda Porter..... x5142

Billing Coordinator, DeAnna Polela..... x1512

Advertising Sales Office

500 Route 17 South
Hasbrouck Heights, NJ 07604-3121
(201) 288-4440, Fax (201) 288-4914

Associate Publisher/Advertising Sales Director,

Dan Gowan..... dgowan@aafp.org

Director of Advertising Sales, John Molluso..... jmolluso@aafp.org

National Account Manager, Mickey Cotter..... mcotter@aafp.org

Sales Coordinator, Karen O'Leary..... koleary@aafp.org

AMM



BPA
WORLDWIDE



Rates and policies are subject to change. For the most current information, visit www.aafp.org/journals/adinfo.

RATES

1. Effective Date and Discounts

- A. Effective rate date: January 2012.
- B. Agency commission: Fifteen percent of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date.
- C. Cash discount: None.
- D. Other discounts: **See page 8.**

2. Earned Rates

- A. Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month period and are determined by the total number of units earned. Each ROB page and each page of an insert count as one unit. A spread counts as two units. Each fractional page, regardless of size, counts as one unit.

Frequency rate is earned in aggregate only by an individual advertiser and its divisions or subsidiaries.

Contracts are accepted at all frequency levels, subject to the published rates and conditions, and are not rate protected. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly at end of the contract year.

- B. Combination rates: Insertions in *American Family Physician (AFP)* and *Family Practice Management (FPM)* count together toward earned frequency in *AFP*.
- C. Split-run earned rates: On all split runs, each ROB page and each page of an insert count as one unit, regardless of percent of circulation selected.

3. Published Rates

Rates and conditions are subject to change upon notice from publisher 90 days in advance of effective date.

- A. Full run: Advertising is sold only at earned published rates. Contracts and insertion orders for units at lower rates are not accepted. See box below.
- B. Split run: **See page 7.**

4. Full-Run Color

See the table for charges in addition to earned black-and-white rates.

5. Bleed

No charge.

FULL-RUN COLOR CHARGES

<u>Color</u>	<u>Charges per color per page or fraction</u>
Individual process color	\$1305
Matched color	2,030
Matched color-metallic	2,480
Three- and four-color (process)	3,195
Five-color (4-color process + nonmetallic matched)	5,225
Six-color (4-color process + two nonmetallic matched)	7,255

6. Covers, Positions

Covers and 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 acceptable. Covers and positions in close proximity to other positions are not bound by normal product conflict guidelines. Matched colors are not available on covers.

Note: No split runs are available on covers or in positions.

- A. Covers:
 - Second cover: 50% space premium, ad is preferred 4-color.
 - Third cover: 10% space premium, ad is preferred 4-color.*
 - Fourth cover: 70% space premium, ad must run 4-color.

*There is no premium applied to the third cover if purchased in conjunction with the fourth cover.
- B. Positions: Inserts may not run in positions except as noted.
 - Opposite table of contents: 15% space premium, ad is preferred 4-color. Inserts may be accepted.
 - Following Newsletter: 10% space premium, must be consecutive 2-page unit, ad is preferred 4-color.
 - Preceding lead article: 10% space premium, must be consecutive unit of at least two pages, back-to-back. Last page of ad unit must be a left-hand. Inserts may be accepted.
 - Consecutive right-hand full or fractional pages: black-and-white rate earned plus 5%, add color charges.

7. Classified and Off Call

For rates, call Russell Johns Associates, LLC at 800-237-7027 or go to www.aafp.org/journals/adinfo.

FULL-RUN, RUN OF BOOK RATES

<i>Black-and-white</i>	<i>Full page</i>	<i>Two-thirds page</i>	<i>Half page</i>	<i>One-third page</i>
1-time	\$11,540	\$8,655	\$8,080	\$5,770
12-time	11,190	8,395	7,835	5,595
24-time	10,965	8,225	7,675	5,480
36-time	10,740	8,055	7,515	5,370
48-time	10,390	7,790	7,270	5,195
72-time	10,270	7,700	7,190	5,135
96-time	10,155	7,615	7,110	5,080
120-time	10,045	7,530	7,030	5,020
144-time	9,930	7,445	6,950	4,965
192-time	9,815	7,360	6,870	4,910
240-time	9,695	7,275	6,790	4,850
288-time	9,580	7,185	6,705	4,790
384-time	9,500	7,125	6,650	4,750
480-time	9,410	7,055	6,585	4,705

INSERT INFORMATION

8. Availability and Acceptance

- A. Availability: Two- to 24-page inserts are available full run and are bound in between signatures. A limited number of demographic and/or geographic inserts are available.
- B. Acceptance: *AFP* follows the Association of Medical Media (AMM) guidelines. No BRCs are accepted. Instructions and stock sample must be received by Leawood office six weeks preceding issue date; delivery of inserts to printer in Waseca, Minnesota, two weeks prior to issue date.

Due to negative reader response and possible impact on the editorial environment, the publisher encourages advertisers to avoid the use of gimmicks on inserts.

Variations from standard inserts will be accepted only after prior approval and at the discretion of the publisher. A special charge may be made for handling.

Paper paste-ons may be affixed to the surface of the center area of an insert, but may not cause undue bulking or thickness.

Paper attachment, die cuts, 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.

Gatefolds, pop-ups, short-cut inserts, perimeter die cuts, or other gimmicks primarily serving an attention-getting purpose will not be accepted.

Short fold inserts are limited to a maximum of four for each issue. Sample must be approved by Leawood office six weeks prior to issue date. Short fold inserts are accepted on a first-come, first-serve basis upon receipt of a written insertion order.

- C. Advertising outserts are available upon approval and at the discretion of the publisher. For information, call the Advertising Sales Office at 201-288-4440.

9. Charges

See table.

10. Sizes and Specifications

Paper stock must not have a micrometer reading over .004" and must not be under 60# in weight.

The publisher encourages advertisers who provide preprinted inserts to use recycled stock whenever available, affordable, and feasible, in keeping with the policies of the AAFP.

Grain of insert stock must be parallel with binding edge. Insert stock samples must be submitted to, and approved by, the production director. Inserts must meet the specifications set by the AMM.

If UV clear coating is used, eliminate it from the last page of the insert to avoid possible bindery slowdown charges.

Additional Charges: Any insert that causes a slow-down or stoppage in the bindery will incur additional charges passed along from the printer to the agency.

11. 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 head; head trim is 1/8". Allow 1/8" for perfect bind.

12. Quantity

Full run is 186,000, which includes spoilage and 1,000 for publisher's use. Split run is list match, plus 10%, plus 1,000 for publisher's use. Quantities required are subject to change as circulation fluctuates. Please check with production department before printing inserts for a current requirement.

FULL-RUN INSERT RATES				
Inserts*	2-page	4-page	6-page	8-page
1-time	\$24,705	\$48,720	\$72,435	\$96,465
12-time	23,965	47,260	70,260	93,565
24-time	23,470	46,285	68,810	91,635
36-time	22,975	45,310	67,360	89,705
48-time	22,235	43,845	65,185	86,810
72-time	21,990	43,370	64,475	85,865
96-time	21,740	42,870	63,735	84,880
120-time	21,495	42,395	63,025	83,935
144-time	21,250	41,905	62,300	82,970
192-time	20,995	41,410	61,560	81,985
240-time	20,750	40,920	60,840	81,020
288-time	20,505	40,445	60,130	80,075
384-time	20,335	40,110	59,630	79,410
480-time	20,135	39,715	59,040	78,625

* Any insert supplied as more than one unit (e.g., an 8-page insert as a 6-page + 2-page) will incur an additional 500 charge per each additional binding pocket required. Short fold inserts may incur an additional 500 charge due to bindery pocket reversal. Note: Rates for larger insert units are quoted upon request.

FULL-RUN AND SPLIT-RUN OUTSERT RATES				
Outserts	2-page	4-page	6-page	8-page
Full-run circulation (176,000)	\$110,490	\$130,775	\$150,805	\$171,100
Split runs to full circ. (176,000)	112,635	135,375	157,825	180,575
51% – 75% of circ. (132,000)	90,905	108,220	127,195	138,935
50% or less of circ. (88,000)	71,755	84,110	99,290	113,145

ISSUANCE AND CLOSING

13. First Issue

January 1970.

14. Issuance

Published 24 times per year.

15. Issue Dates

Twice monthly (1st and 15th).

16. Mailing Date and Class

One week following issue date. Periodicals.

17. Issue and Closing Dates

A. Insertion orders and all reproduction materials are due as follows:

<i>Issue</i>	<i>Closing</i>	<i>Materials due</i>	<i>Inserts due</i>
Jan 1	Dec 1	Dec 3	Dec 15
Jan 15	Dec 15	Dec 18	Dec 30
Feb 1	Jan 1	Jan 3	Jan 15
Feb 15	Jan 15	Jan 18	Jan 30
Mar 1	Feb 1	Feb 3	Feb 15
Mar 15	Feb 15	Feb 18	Feb 28
April 1	Mar 1	Mar 3	Mar 15
April 15	Mar 15	Mar 18	Mar 30
May 1	Apr 1	Apr 3	Apr 15
May 15	Apr 15	Apr 18	Apr 30
June 1	May 1	May 3	May 15
June 15	May 15	May 18	May 30
July 1	Jun 1	Jun 3	Jun 15
July 15	Jun 15	Jun 18	Jun 30
Aug 1	Jul 1	Jul 3	Jul 15
Aug 15	Jul 15	Jul 18	Jul 30
Sept 1	Aug 1	Aug 3	Aug 15
Sept 15	Aug 15	Aug 18	Aug 30
Oct 1	Sep 1	Sept 3	Sept 15
Oct 15	Sep 15	Sept 18	Sept 30
Nov 1	Oct 1	Oct 3	Oct 15
Nov 15	Oct 15	Oct 18	Oct 30
Dec 1	Nov 1	Nov 3	Nov 15
Dec 15	Nov 15	Nov 18	Nov 30

B. No cancellations after closing date of publication.

EDITORIAL

18. General Editorial Direction

To provide continuing medical education with a focus on evidence-based medicine, report recent advances in medicine, serve as a forum for clinical opinion in matters related to family medicine, and disseminate important clinical information from other major medical organizations.

19. Average Issue Information

See cover (page 1).

20. Origin of Editorial (3-year average)

- A. Staff written: 15% (most of which is written by MD editors under contract).
- B. Solicited: 75%.
- C. Unsolicited: 25%.
- D. Peer review: All articles are peer reviewed by family physicians plus some additional subspecialist reviewers.
- E. Rejection rate: 38% of solicited, 62% of unsolicited.

4 AFP 2012 Rates

CIRCULATION

21. Description of Circulation Parameters

Qualified recipients are family physicians, including medical teachers, selected office-based general practitioners; selected direct patient care office- and hospital-based physicians who are general internists or family medicine osteopaths; AAFP 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.

22. Circulation Verification

- A. Audit: BPA statement for January 1, 2011 issue. For semi-annual circulation update, go to www.bpaww.com.
- B. Mailing house: MMS, Inc.

Family physician		Residents, other	28
Office-based	65,709	Full-time hospital staff	307
First-year residents	1,070	Other professional activities	85
Residents, other	5,534	Total internists	50,612
Full-time hospital staff	4,852	Osteopaths in family medicine	
Other professional activities	10,255	Office-based	13,983
Total family physicians	87,420	Hospital-based	962
General practitioners		Total osteopaths	14,945
Office-based	3,676	AAFP members in other specialties or at foreign addresses	8,984
Full-time hospital staff	43	AAFP student members	2,116
Other professional activities	641	TOTAL QUALIFIED	168,437
Total general practice	4,360	Paid subscriptions	5,362
Internists			
Office-based	50,189		
First-year residents	3		

23. Coverage and Subscriptions

- A. See the above right table for a breakdown of circulation by classification of reader.
- B. Controlled = 46%, Paid = 3%, Request = 51%.
- C. Subscription price in U.S.: \$173; Canada: \$240; foreign: \$299. Institutional price in U.S.: \$248; Canada: \$314; foreign: \$380. Medical students, residents, healthcare professionals and office management staff in U.S.: \$101; Canada: \$164; foreign: \$227. Rates effective January 2012. Prices subject to change.

24. Anticipated Circulation Modifications or Changes

- A. Additions: None.
- B. Modifications: As of June 2009, AAFP international and student members no longer receive complimentary print subscriptions
- C. Deletions: None.
- D. Estimated total circulation for 2011: 175,000.

POLICIES

25. Requirements for Advertising Acceptance

The purpose of *AFP* is to serve the medical profession and provide continuing medical education. The information and opinions presented in *AFP* reflect the views of the authors, not those of the journal or the American Academy of Family Physicians (AAFP), unless so stated. Advertising is generally accepted if judged to be in harmony with the purpose of the journal; however, *AFP* reserves the right to reject any advertising at its sole discretion.

- A. 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.
- B. Products that require approval by the U.S. Food and Drug Administration for marketing must receive this 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.
- C. Technical data and scientific documentation may be required for products not regulated by the FDA or other government agencies.
- D. Ads for nutritional supplements and vitamin preparations are not eligible unless the product is approved for marketing by the FDA or its efficacy and safety are substantiated by clinical studies acceptable to the AAFP—generally meaning studies that have independent support in authoritative, evidence-based medical literature. More specific guidelines are available from the AAFP.
- E. General purpose foods such as bread, meats, fruits and vegetables are eligible. Special purpose foods (e.g., foods for carbohydrate-restricted diets and other therapeutic diets) are eligible when their uses are supported by acceptable data. Only diet programs prescribed and controlled by physicians may be eligible.
- F. CME courses, seminars and conferences are eligible for advertisement. If CME accreditation is advertised, AAFP Prescribed credit must be approved and specified.
- G. For enduring materials (e.g., books, audio- and video-tapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.
- H. *AFP* follows the American Medical Association’s Code of Medical Ethics Opinion 8.063 regarding the sale of health-related products from physicians’ offices. Consequently, no ad will be accepted that promotes the sale of health-related products from a physician’s office unless documentation submitted to the advertising business manager with an ad clearly meets the guidelines set forth in Opinion 8.063.
- I. *AFP* 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.
- J. Institutional advertising germane to the practice of medicine may be considered eligible.
- K. Other products and services not covered above will generally be accepted if they are determined to be in harmony with the stated purpose of the publication.
- L. Ads containing comparative claims for competitive products must be substantiated by supporting data.
- M. Ads for tobacco products and alcoholic beverages will not be accepted. The AAFP has no direct association with organizations involved in the manufacture of tobacco products and urges its members to avoid such association.
- N. All ads must clearly and prominently identify the advertiser by trademark or signature.
- O. 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.
- P. 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.
- Q. Publisher is not responsible for incidental or consequential damage for errors in printing an ad.
- R. 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.
- S. Since editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.
- T. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- U. Ads must conform to mechanical specifications as indicated in this rate card.
- V. The placement of advertising adjacent to articles discussing the advertised company or products in the same class as the advertising product is prohibited.
- W. All ads are subject to approval of publisher and editor, who each reserve the right to reject or cancel any ad at any time, and/or to evaluate ad copy to ensure that it does not contain any false or misleading statements or that is not in poor taste—offensive in either artwork or text. New copy must be received by the advertising business manager 10 days before the closing date.
- X. *AFP* defines the word “advertorial” to mean an advertisement or other paid content that resembles editorial content in style, intent and format. While *AFP* welcomes such advertisements, we will publish no advertisement that, in the judgment of the publisher, resembles our editorial content enough to be mistaken for an *AFP* article. Such ads must also display the word “ADVERTISEMENT” in 10 pt type (min.), all caps, at the top center of each page.

The publisher must pre-approve 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. All other guidelines pertaining to advertising in *AFP* also apply to advertorials.
- Y. *AFP* further adheres to the advertising polices 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).

26. Credit

First-time advertisers are asked to pay in advance. Once the first invoice is paid in full, credit is available as long as the account is kept current. Accounts in arrears or accounts chronically late may be flagged. Flagged accounts may not place additional advertising until all past-due invoices are cleared.

27. New Product Releases

None will be accepted.

28. Ad Placement Policy

Advertising is rotated and interspersed throughout the issue—within departments and between articles. Fifty percent of advertising is placed in front; 50% in back.

29. Ad/Edit Information

	<i>Ad/edit ratio</i>	<i>Average folio size #</i>	<i>Avg # ad pages</i>	<i>Avg # edit pages</i>
July-Dec 2010	54.6%	141.8	77.9	63.9
Jan-June 2011	54.4%	137.8	75.4	62.4
July-Dec 2011 (est)	55.0%	139.8	76.9	62.9

SPLIT RUNS

30. Regional or Demographic Selections

Any regional or demographic selection that generates additional versions of the journal will be considered a split run. Demographic split runs are available at the discretion of the publisher.

- All split run/list match insertions must be clearly specified on the insertion order.
- Gross charges (see box on following page) include mechanical charges, but do not include charges from list service for record tags, which are mandatory for split-run projects. For price quotes and list requirements, contact Tom Lorge, MMS, Inc., at 630-477-1564 or t-lorge@MMSLISTS.com
- When running two identical split runs in the same issue or an additional split run in the same issue to an identical list match, an individual advertiser may deduct \$1,000 from the quoted space rates for the second split run.
- An advertiser may choose to segment a split run (demographically or regionally) under the following terms and conditions: available only for the same product (different indications acceptable); each segment must have ad units of identical size and run in the same position in the book; limited to two segments per split-run unit; the total qualified circulation of the two segments combined will determine which pricing category to apply; total cost is determined by adding \$3,000 to the split-run rate as quoted in the box on page 7. A maximum of three segmented split runs will be accepted for each issue. Specialty specific regionals are not available.
- Publisher reserves the right to limit the number of split runs. This may result in an issue closing for split runs earlier than the scheduled closing date.
- Split runs are not available on covers or in positions.
- Due to technological limitations, no exceptions to the closing date allowed for any reason and no cancellations allowed after the closing date.

MECHANICAL REQUIREMENTS

31. Ad Sizes and Bleed Sizes

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 3/8" away from trim edges. Prepare spread ads as individual pages.

Trim size of magazine: 7 3/4" x 10 1/2".

32. Paper Stock

- Inside pages (body pages): 34# and 36# UPM Cote.
- Covers: 100# Sterling Ultra C2S.

33. Type of Binding

Perfect bound.

34. Reproduction Requirements

AFP is printed web offset using CTP. File types accepted are PDF/X-1a or PDF. Acceptable media is CD ROM. Files may also be e-mailed to premediawas@bpc.com or sent via FTP at: [ftp1.was.bpc.com](ftp://ftp1.was.bpc.com), (user name) afp, (password) 4afp2b. One actual-size SWOP certified proof is required and must match the digital file. Contact production department for digital specifications. Digital media returned when requested and only when clearly marked with complete return name and address.

SERVICES

- Surveys are sent to a random sample of member and non-member readers on a regular basis
- Member list: The AAFP member list is available within set guidelines. For more information, contact INFOCUS Marketing at 800-708-LIST (5478) or e-mail sales@infocusmarketing.com or go to www.infocusmarketing.com/datacard/aaafp.
- Editorial reprints: Provided by Sheridan Reprints. Address questions to Beth Ann Rocheleau at 803-359-4578 or e-mail brocheleau@rockwaterinc.com.
- Special reports: The Who Report is an annual survey of AAFP members that provides a profile of practice patterns and reading habits of family physicians. Complimentary copy available for active advertisers.
- Data services: Profile data by MMS, Inc.: IMS prescription data available for therapeutic classes and products, profiled by physician specialty, prescription writing and revenue levels. Data can be provided in desired format to active and prospective advertisers. ©Kantar Media, Medical/Surgical Study. Readership analyses provided to active and prospective advertisers.
- Inkjetting available at the discretion of Publisher. Address all inquiries to the Advertising Sales Office, 201-288-4440.
- Other: Advertising Index

SPLIT-RUN RATES														
<i>50% or less of circulation</i>	1-time	12-time	24-time	36-time	48-time	72-time	96-time	120-time	144-time	192-time	240-time	288-time	384-time	480-time
1-page ROB (BW) First page of ROB ad	8,255	8,045	7,985	7,925	7,840	7,820	7,800	7,780	7,760	7,740	7,730	7,715	7,695	7,675
1-page ROB (4C) First page of ROB ad	10,630	10,365	10,285	10,205	10,100	10,075	10,045	10,020	9,995	9,965	9,955	9,940	9,915	9,885
1-page ROB (BW) As a part of ROB ad unit	6,755	6,585	6,535	6,485	6,415	6,400	6,380	6,365	6,350	6,330	6,325	6,315	6,300	6,280
1-page ROB (4C) As a part of ROB ad unit	9,130	8,905	8,835	8,765	8,675	8,650	8,630	8,605	8,585	8,560	8,550	8,540	8,515	8,490
1-page ROB (BW) Added to insert ad unit	7,355	7,170	7,115	7,060	6,985	6,970	6,950	6,930	6,915	6,895	6,885	6,875	6,855	6,840
1-page ROB (4C) Added to insert ad unit	9,730	9,490	9,415	9,340	9,245	9,220	9,195	9,170	9,145	9,125	9,110	9,100	9,075	9,050
2-page insert	15,395	15,010	14,895	14,780	14,625	14,590	14,550	14,510	14,475	14,435	14,415	14,395	14,360	14,320
4-page insert	28,905	28,180	27,965	27,745	27,460	27,385	27,315	27,240	27,170	27,095	27,060	27,025	26,950	26,880
6-page insert	42,240	41,185	40,870	40,550	40,130	40,025	39,915	39,810	39,705	39,600	39,550	39,495	39,390	39,285
8-page insert	55,755	54,360	53,945	53,525	52,970	52,830	52,690	52,550	52,410	52,270	52,200	52,130	51,995	51,855
51% – 75% of circulation														
1-page ROB (BW) First page of ROB ad	9,875	9,630	9,555	9,480	9,385	9,360	9,335	9,310	9,285	9,260	9,250	9,235	9,210	9,185
1-page ROB (4C) First page of ROB ad	12,655	12,340	12,245	12,150	12,020	11,990	11,960	11,925	11,895	11,865	11,845	11,830	11,800	11,770
1-page ROB (BW) As a part of ROB ad unit	8,375	8,170	8,105	8,040	7,960	7,935	7,915	7,895	7,875	7,855	7,845	7,835	7,810	7,790
1-page ROB (4C) As a part of ROB ad unit	11,155	10,875	10,790	10,710	10,595	10,570	10,540	10,515	10,485	10,455	10,445	10,430	10,400	10,375
1-page ROB (BW) Added to insert ad unit	8,975	8,755	8,685	8,620	8,530	8,505	8,485	8,460	8,440	8,415	8,405	8,395	8,370	8,350
1-page ROB (4C) Added to insert ad unit	11,755	11,460	11,370	11,285	11,165	11,135	11,110	11,080	11,050	11,020	11,005	10,990	10,960	10,930
2-page insert	18,870	18,400	18,260	18,115	17,930	17,880	17,835	17,785	17,740	17,690	17,670	17,645	17,595	17,550
4-page insert	35,755	34,860	34,590	34,325	33,965	33,875	33,785	33,700	33,610	33,520	33,475	33,430	33,340	33,250
6-page insert	52,425	51,115	50,720	50,330	49,805	49,675	49,540	49,410	49,280	49,150	49,085	49,020	48,885	48,755
8-page insert	69,320	67,585	67,065	66,550	65,855	65,680	65,510	65,335	65,160	64,990	64,900	64,815	64,640	64,470
Split runs to full circulation														
1-page ROB (BW) First page of ROB ad	13,300	12,950	12,725	12,500	12,150	12,030	11,915	11,805	11,690	11,575	11,455	11,340	11,260	11,170
1-page ROB (4C) First page of ROB ad	17,275	16,925	16,700	16,475	16,125	16,005	15,890	15,780	15,665	15,550	15,430	15,315	15,235	15,145
1-page ROB (BW) As a part of ROB ad unit	11,800	11,450	11,225	11,000	10,650	10,530	10,415	10,305	10,190	10,075	9,955	9,840	9,760	9,670
1-page ROB (4C) As a part of ROB ad unit	15,775	15,425	15,200	14,975	14,625	14,505	14,390	14,280	14,165	14,050	13,930	13,815	13,735	13,645
1-page ROB (BW) Added to insert ad unit	12,400	12,050	11,825	11,600	11,250	11,130	11,015	10,905	10,790	10,675	10,555	10,440	10,360	10,270
1-page ROB (4C) Added to insert ad unit	16,375	16,025	15,800	15,575	15,225	15,105	14,990	14,880	14,765	14,650	14,530	14,415	14,335	14,245
2-page insert	26,205	25,465	24,970	24,475	23,735	23,490	23,240	22,995	22,750	22,495	22,250	22,005	21,835	21,635
4-page insert	50,220	48,760	47,785	46,810	45,345	44,870	44,370	43,895	43,405	42,910	42,420	41,945	41,610	41,215
6-page insert	73,935	71,760	70,310	68,860	66,685	65,975	65,235	64,525	63,800	63,060	62,340	61,630	61,130	60,540
8-page insert	97,965	95,065	93,135	91,205	88,310	87,365	86,380	85,435	84,470	83,485	82,520	81,575	80,910	80,125

Mechanical charges are included in the rates quoted and include running two versions of ad (identical size units) to two distinct audience segments of full circulation. For more than two audience segments, add \$3,000 each, with a maximum of four total.

DISCOUNTS AND VALUE-ADDED OPPORTUNITIES

2/15 Plan

Pay early and earn credit

Advertisers will receive a 2% credit on the invoice net to be used towards 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 insertions.

Continuity Rewards

Buy 5 Issues—get 1 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 supercedes 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

Earn year-long savings

An individual advertiser (and its divisions or subsidiaries) whose 2011 accumulative ad units in *AFP* and *FPM* and associated publisher billings* totaled 72 units or more will earn a discount on gross billings in 2012 as follows:

2011 Ad Units	2012 Discount
72-105	1%
106-150	2%
151-225	3%
226-315	4%
316 or more	5%

Corporate Rewards are taken after all other discounts (**see examples in box to the right**).

An individual advertiser (and its divisions or subsidiaries) whose 2011 accumulative ad units in *AFP*, *FPM*, and associated publisher billings* totaled 316 or more units qualifies to receive, in lieu of all other discounts, a total discount of 10% on the gross billings of *AFP* and *FPM* in 2012. A 15% Agency Commission will be given on the adjusted gross billings. This discount supercedes 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 2012 will receive all standard discounts for which the advertiser is qualified.

*— Associated publisher billings include *AFP*, *FPM*, editorial reprint orders, sponsorships of eTOC notifications and other sponsorship opportunities. eTOC insertions count as one unit per sponsorship.

Corporate Rewards Plus

Exceed last year—earn a bigger savings

An advertiser who qualified in 2011 for the 2012 Corporate Rewards program is eligible to receive additional Corporate Rewards Plus discounts. Beginning with the 2012 issue subsequent to the issue in which the advertiser equals or exceeds total ad units for calendar year 2011, every ad placed in *AFP* for the remainder of calendar year 2012 will earn an additional \$500 off per page (taken before all percentage discounts).

8 *AFP* 2012 Rates

Guaranteed Frequency Bonus Plan

Guarantee a frequency for the whole year

Any advertiser qualifying for Corporate Rewards may additionally receive a guaranteed frequency equal to one 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.

PI (Prescribing Information) Page Discount

Save when running 3 or more

Run three or more prescribing information pages with your ad and get 50% off the bw rate per page starting with page three. If page three is a fractional, then 50% off will apply to that unit. If advertiser is eligible for Corporate Reward Plus, then CR Plus discount is applied to the adjusted gross amount prior to the PI Page discount.

The Family Buy

Advertise in *FPM* for only \$1,000 / page

Any advertiser running an advertisement in *American Family Physician* within the same two month period as a *Family Practice Management* issue, may choose to place the same advertisement in *FPM* for \$1,000 gross per b/w page. Example: For the July/August issue of *FPM*, any of the July or August issues of *AFP* may be used to qualify for discounts.

Ads featuring different indications and formulations of the same products are acceptable. To receive prompt credit, all insertion orders for a given month must be sent at the same time.

CALCULATING DISCOUNTS

EXAMPLE 1: Advertiser X earns 2% Corporate Rewards discount in 2012. They are earning the 96-time rate and have placed a 2-page, 4-Color ROB ad in both *AFP* and *FPM* for 1/1/12. For *FPM*, Advertiser X has qualified for the Family Buy rate of \$1,000 per gross b/w page.

<i>American Family Physician</i>		<i>Family Practice Management</i>	
2-pg ROB + 4-Color (96-time)	\$26,700.00	2-pg ROB + 4-Color (Family Buy rate)	\$3,000.00
Subtotal	26,700.00	Subtotal	3,000.00
Corporate Rewards	-534.00	Corporate Rewards	-60.00
Adjusted gross	26,166.00	Adjusted gross	2,940.00
Agency discount	-3,924.90	Agency discount	-441.00
Net	\$22,241.10	Net	\$2,499.00

Example 2: Advertiser X earns 2% Corporate Rewards discount in 2012. They are earning the 96-time rate. With the 10/1/12 issue of *AFP* they exceed their total ad units for 2011. For the 10/15/12 issue of *AFP* they earn \$500 off per page. They have placed a 2-page, 4-Color ROB ad both *AFP* and *FPM* for 10/15/12. For *FPM*, Advertiser X has qualified for the Family Buy rate of \$1,000 per gross b/w page.

<i>American Family Physician</i>		<i>Family Practice Management</i>	
2-pg ROB + 4-Color (96-time)	\$26,700.00	2-pg ROB + 4-Color (Family Buy rate)	\$3,000.00
CR Plus	-1,000.00		
Subtotal	25,700.00	Subtotal	3,000.00
Corporate Rewards	-514.00	Corporate Rewards	-60.00
Adjusted gross	25,186.00	Adjusted gross	2,940.00
Agency discount	-3,777.90	Agency discount	-411.60
Net	\$21,408.10	Net	\$2,499.00