

# 2014 Website and eTOC/Newsletter Advertising

Brand-specific reach now available  
exclusively through the AAFP



AMERICAN ACADEMY OF  
FAMILY PHYSICIANS

American Family Physician®

Family Practice Management®

# 1 Website

AAFP.org — the top specialty-specific website visited by family physicians—named more than 2.5x as often as the second ranking site (*Manhattan Research, ePharma Physicians*® 2012).

#1 & #2  
Journal  
Brands

*American Family Physician (AFP)* and *Family Practice Management (FPM)* — the top two online journals read by family physicians—together named 3x as often as the next ranking site (*Manhattan Research, ePharma Physicians*® 2012).

87K  
Registered  
Physicians

More than 87,000 primary care physicians and 23,000 medical students are registered users of the website—because they are AAFP members!

Mobile  
Optimized

Websites are mobile-optimized for added physician utility, and mobile ad exposure is included in your ad buy.

BPA-Audited  
Web Traffic

- 2.9MM Average Monthly Page Impressions
  - 1.8MM Average Monthly Unique Browsers
- (*BPA Worldwide Brand Report, American Family Physician, July 2013*)

BONUS: 220K more monthly page views and 115K more monthly unique visitors to *FPM* (*Site Catalyst*).

# WEBSITE AND eTOC/NEWSLETTER ADVERTISING

## AAFP Site-Specific Advertising

Banners*: AFP/FPM Brand Combo ( <b>BEST BUY!</b> )	\$ 77 CPM	5% Discount on 100K+ impressions per month
Banners*: AFP or FPM Brand-Specific	\$ 85 CPM	5% Discount on 100K+ impressions per month
Interstitial AFP/FPM Brand Combo	\$ 135 CPM	When purchased in conjunction with equivalent banner impressions in the same month
Interstitial AFP or FPM Brand-Specific	\$ 150 CPM	When purchased in conjunction with equivalent banner impressions in the same month
Interstitial Purchased Alone	\$ 200 CPM	When purchased without equivalent banner impressions in the same month
AFP Home Page Roadblock**	\$ 2,600/week	(two week minimum)
FPM Home Page Roadblock**	\$ 285/week	(two week minimum)

\* Leaderboard; Wide Sky or Skyscraper; Medium Box; Mobile

\*\* Includes Leaderboard plus Wide Sky

## Email Sponsorships: eTOC and Newsletters

**Total distribution includes 75,000++ registered and verified family physicians (AAFP members)**

Estimated Average Distribution: AFP=123K; FPM=137K

*Semi-Exclusive Opportunity: Only one display (box) and one inline text ad accepted per newsletter.*

*AFP and FPM box and text ads all combine for the highest earned frequency.*

*Frequencies in the AFP and FPM print journals also apply toward earned frequency in eTOCs.*

	1x	3x	6x	12x	18x	24x
AFP eTOC - Medium Box	\$ 8,800	\$ 8,360	\$ 7,942	\$ 7,545	\$ 7,168	\$ 6,809
AFP eTOC - Inline Text Ad	\$ 6,160	\$ 5,852	\$ 5,559	\$ 5,281	\$ 5,017	\$ 4,766
FPM eTOC/Newsletter - Medium Box	\$ 6,400	\$ 6,080	\$ 5,776	\$ 5,487	\$ 5,213	\$ 4,952
FPM eTOC/Newsletter - Inline Text Ad	\$ 4,480	\$ 4,256	\$ 4,043	\$ 3,841	\$ 3,649	\$ 3,467

**Exclusive Opportunity (100% SOV): Sponsor receives both ad positions for 100% Share of Voice!**

	1x	3x	6x	12x	18x	24x
AFP eTOC - Medium Box AND Inline Text Ad (100% SOV)	\$ 14,511	\$ 13,786	\$ 13,096	\$ 12,442	\$ 11,819	\$ 11,228
FPM eTOC/Newsletter - Medium Box AND Inline Text Ad	\$ 10,554	\$ 10,025	\$ 9,525	\$ 9,048	\$ 8,596	\$ 8,166

## Multichannel Frequency Rates

### Discounts earned in *American Family Physician*:

Every eTOC/newsletter sponsorship purchased in the AFP or FPM eTOCs/newsletters also counts as one unit toward earned frequency in AFP print. Every \$10K invested on the AFP and/or FPM websites equals one unit toward earned frequency in AFP print.

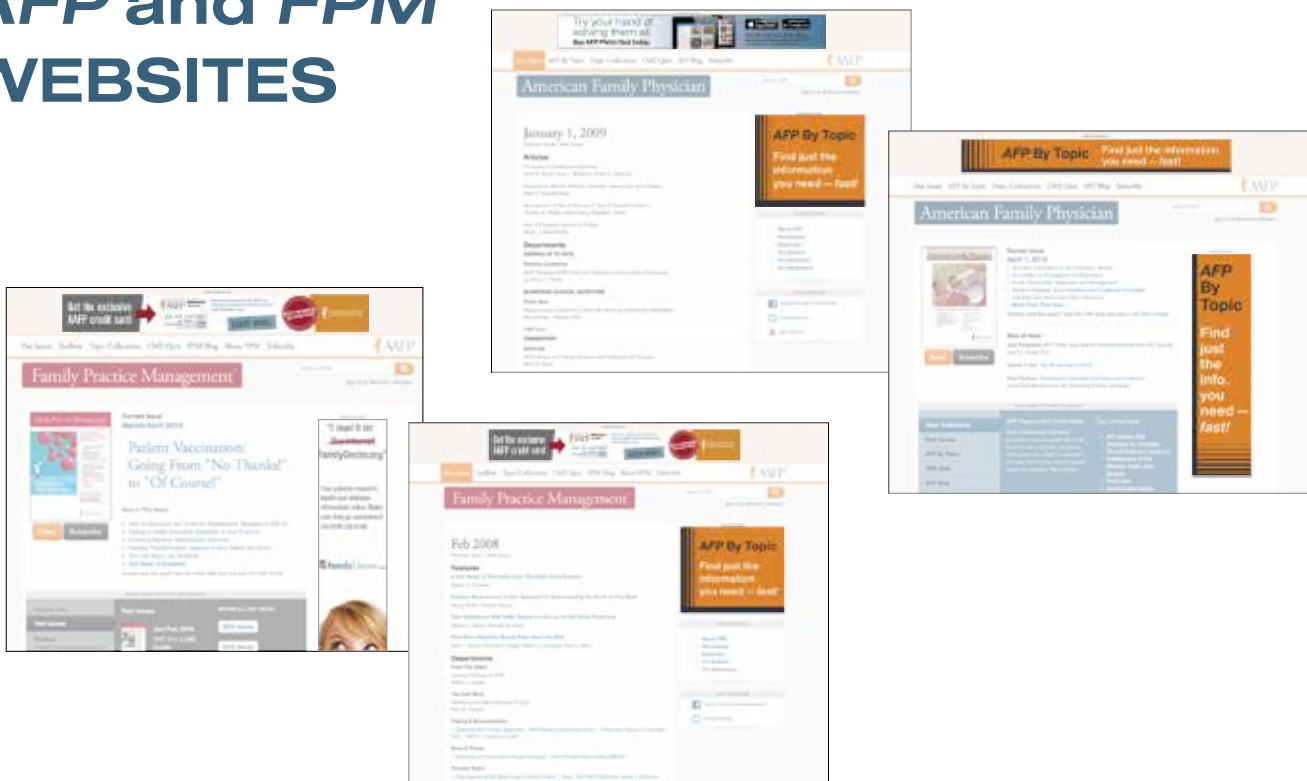
### Discounts earned in *Family Practice Management*:

Any \$10K invested on the AFP and/or FPM websites earns the "Family Buy" rate in FPM print during the same two-month period—only \$1,000 per b&w page (value \$2,800). Every FPM eTOC/newsletter sponsorship counts as one "issue" for discounted frequency rates in FPM print.

# WEBSITE AND eTOC/NEWSLETTER ADVERTISING SPECIFICATIONS

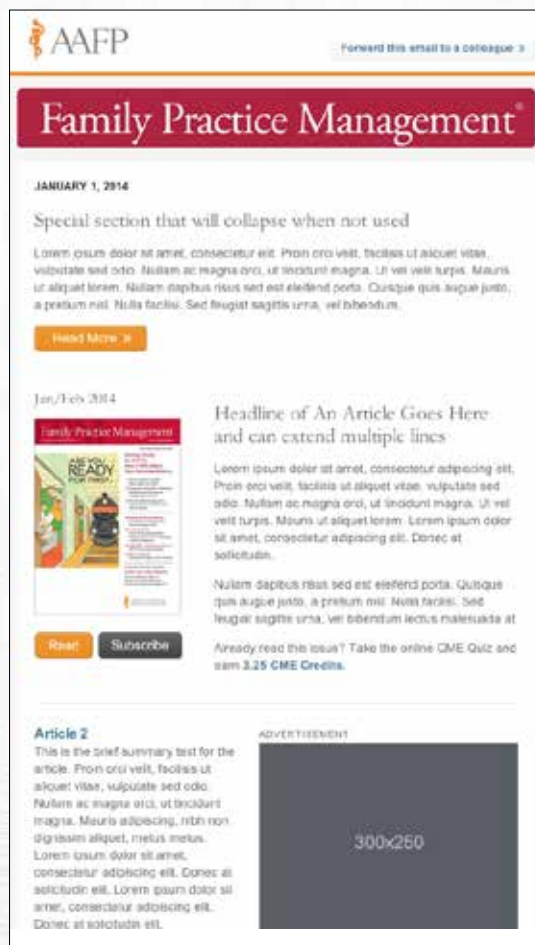
Ad Units	Expand On Click	3rd Party*	File Size	Max Loops	Alt Text	Formats
728x90 Leaderboard	728x270 (down)	accepted	40K	3	25 characters	HTML, Pointroll, MediaMind, Flash, JPEG, GIF, Animated GIF
160x600 Wide Sky	400x600 (left)	accepted	40K	3	25 characters	HTML, Pointroll, MediaMind, Flash, JPEG, GIF, Animated GIF
120x600 Skyscraper	400x600 (left)	accepted	40K	3	25 characters	HTML, Pointroll, MediaMind, Flash, JPEG, GIF, Animated GIF
300X250 Medium Box	600x250 (left)	accepted	40K	3	25 characters	HTML, Pointroll, MediaMind, Flash, JPEG, GIF, Animated GIF
300x250 Interstitial	n/a	accepted	100K	No limit	25 characters	HTML, Pointroll, MediaMind, Flash, JPEG, GIF, Animated GIF
800x400 Interstitial Full Page	n/a	accepted	100K	No limit	25 characters	HTML, Pointroll, MediaMind, Flash, JPEG, GIF, Animated GIF
320x50 Mobile (smartphone)	n/a	accepted	6k	n/a	25 characters	HTML, HTML5, JPEG, GIF, wBMP
Home Page Roadblock 300x250 (eTOC/Newsletter)	Two ad units: Leaderboard and wide sky; see specifications above			n/a	130 characters	Static GIF or JPEG
eTOC/Newsletter Test Ad	Headline=50 characters excluding spaces. Copy=300 characters max. Includes up to two website links.					

## AFP and FPM WEBSITES



# AFP and FPM eTOCs

NEW DESIGN APRIL 2014



# 2014 eTOC/NEWSLETTER SCHEDULE FOR AFP AND FPM

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	SEND TO ADVERTISER FOR APPROVAL	ADVERTISER APPROVAL DUE	eTOC MAIL DATE
<b>American Family Physician - eTOC</b>					
Jan 1 - eTOC	12/5/2013	12/12/2013	12/19/2013	12/23/2013	1/3/2014
Jan 15 - eTOC	12/19/2013	1/3/2014	1/10/2014	1/14/2014	1/16/2014
Feb 1 - eTOC	1/8/2014	1/15/2014	1/22/2014	1/24/2014	1/31/2014
Feb 15 - eTOC	1/22/2014	1/29/2014	2/5/2014	2/7/2014	2/15/2014
March 1 - eTOC	2/7/2014	2/14/2014	2/21/2014	2/25/2014	2/28/2014
March 15 - eTOC	2/20/2014	2/27/2014	3/6/2014	3/10/2014	3/14/2014
April 1 - eTOC	3/7/2014	3/14/2014	3/21/2014	3/25/2014	4/1/2014
April 15 - eTOC	3/24/2014	3/31/2014	4/7/2014	4/9/2014	4/15/2014
May 1 - eTOC	4/9/2014	4/16/2014	4/23/2014	4/25/2014	5/1/2014
May 15 - eTOC	4/22/2014	4/29/2014	5/6/2014	5/8/2014	5/16/2014
June 1 - eTOC	5/8/2014	5/15/2014	5/22/2014	5/27/2014	5/30/2014
June 15 - eTOC	5/21/2014	5/29/2014	6/5/2014	6/9/2014	6/13/2014
July 1 - eTOC	6/9/2014	6/16/2014	6/23/2014	6/25/2014	7/1/2014
July 15 - eTOC	6/23/2014	6/30/2014	7/8/2014	7/10/2014	7/15/2014
Aug 1 - eTOC	7/8/2014	7/15/2014	7/22/2014	7/24/2014	8/1/2014
Aug 15 - eTOC	7/23/2014	7/30/2014	8/6/2014	8/8/2014	8/15/2014
Sept 1 - eTOC	8/8/2014	8/8/2014	8/22/2014	8/26/2014	8/29/2014
Sept 15 - eTOC	8/23/2014	8/23/2014	9/8/2014	9/10/2014	9/16/2014
Oct - eTOC	9/10/2014	9/10/2014	9/24/2014	9/26/2014	10/1/2014
Oct 15 - eTOC	9/23/2014	9/23/2014	10/7/2014	10/9/2014	10/15/2014
Nov 1 - eTOC	10/8/2014	10/8/2014	10/22/2014	10/24/2014	10/31/2014
Nov 15 - eTOC	10/22/2014	10/22/2014	11/5/2014	11/7/2014	11/14/2014
Dec 1 - eTOC	11/7/2014	11/7/2014	11/21/2014	11/25/2014	12/2/2014
Dec 15 - eTOC	11/21/2014	11/21/2014	12/9/2014	12/11/2014	12/16/2014

ISSUE	AD SPACE CLOSING	AD MATERIAL DUE	SEND TO ADVERTISER FOR APPROVAL	ADVERTISER APPROVAL DUE	eTOC MAIL DATE
<b>Family Practice Management - eTOC/eNewsletter</b>					
Jan/Feb Issue - eTOC	12/17/2013	12/24/2013	1/8/2014	1/10/2014	1/15/2014
Feb - eNewsletter	1/21/2014	1/28/2014	2/4/2014	2/6/2014	2/11/2014
March/Apr Issue - eTOC	2/19/2014	2/26/2014	3/5/2014	3/7/2014	3/12/2014
April - eNewsletter	3/18/2014	3/25/2014	4/1/2014	4/3/2014	4/8/2014
May/June Issue - eTOC	4/23/2014	4/30/2014	5/7/2014	5/9/2014	5/14/2014
June - eNewsletter	5/19/2014	5/27/2014	6/3/2014	6/5/2014	6/10/2014
Jul/Aug Issue - eTOC	6/24/2014	7/1/2014	7/9/2014	7/11/2014	7/16/2014
August - eNewsletter	7/22/2014	7/29/2014	8/5/2014	8/7/2014	8/12/2014
Sept/Oct Issue - eTOC	8/19/2014	8/26/2014	9/3/2014	9/5/2014	9/10/2014
October - eNewsletter	9/23/2014	9/30/2014	10/7/2014	10/9/2014	10/14/2014
Nov/Dec Issue - eTOC	10/22/2014	10/29/2014	11/5/2014	11/7/2014	11/12/2014
December - eNewsletter	11/14/2014	11/21/2014	12/2/2014	12/4/2014	12/9/2014

# ONLINE ADVERTISING POLICY, PRINCIPLES, AND ACCEPTANCE

The American Academy of Family Physicians (AAFP) accepts advertising on the *American Family Physician (AFP)* and *Family Practice Management (FPM)* websites. The appearance of advertising on these websites does not imply endorsement of the advertised company or product, nor is advertising allowed to affect editorial decisions or editorial content.



## Advertising Acceptance

The AAFP has the right to refuse any advertisement that is inappropriate or incompatible with our mission and to stop accepting any advertisement previously accepted.

The following types of advertisements are prohibited on the *AFP* and *FPM* websites:

- Advertisements for alcohol and tobacco
- Advertisements for weapons, firearms, ammunition, and fireworks
- Gambling and lottery advertisements
- Advertisements for pornography and related materials and services
- Political and religious advertisements
- Advertisements that claim to offer a “miracle” cure or method
- Advertisements that make unsubstantiated health claims for the products advertised
- Advertisements directed at children

The following advertisement formats are prohibited:

- Pop-ups and floating ads
- Advertisements that are designed to collect personally identifiable information from visitors to the *AFP* or *FPM* website without their knowledge or permission
- Ads that expand across or down the page without the visitor having clicked the ad
- Ads that send visitors to another site without the visitor having clicked the ad

## Advertising Policy

Advertisements new to the *AFP* or *FPM* websites require AAFP approval before they can appear on the sites. Such review will extend to any landing page(s) the advertisement links to. The company sponsoring the website of any landing page must be clearly identified on that page.

Advertisements, advertising icons, and advertiser logos must be clearly distinguishable from editorial content. In addition, *AFP* and *FPM* web pages are designed to label all advertisements with the word “advertisement.”

Advertisers may be required to submit supporting documentation to substantiate claims.

The AAFP does not allow targeted placement of advertising adjacent to editorial content of similar nature. Advertisements are placed at random and do not appear adjacent to relevant editorial except by chance.

Advertisements may not imply endorsement by the AAFP or its journals.

Neither advertisers nor their agents may collect any personal information from any user viewing the *AFP* or *FPM* website 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, applets, and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user’s knowledge and permission.

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.

# AAFP JOURNAL MEDIA

## Production/Editorial Office

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and Strategic Partnerships,

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Publisher, Stephanie Hanaway .....x5161

Sr. Manager of Operations,

Darren Sextro .....x5154

Advertising Business Manager,

John Payne .....x5198

Production Director,

Bret Taylor .....x5141

Advertising Coordinator,

Linda Porter .....x5142

Billing Coordinator,

Carla Ashcraft .....x1528

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