
PATIENT ACCESS
How to Excel at Access — and Why It Matters

Evidence-Based Communication Strategies to Enhance Patient Care
How Service Agreements Can Improve Patient Referrals
10 Ways to Keep Your Quality Improvement Team Motivated
Time to Leave? How to Have a Good Goodbye
From the Editor: Patient Communication
Opinion: The Case for Medical Chaperones
Coding Q&A: Chronic Care Management
Practice Pearls: Effective Feedback
CME Quiz: Earn 5 Credits

2019 Media Kit
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About Us

**FPM**

FPM is the official practice improvement journal of the American Academy of Family Physicians (AAFP), focused on what family physicians need today: practical, peer-reviewed advice on patient care and practice.

FPM articles and tools are developed by physicians for physicians and provide solutions to the challenges they encounter daily, helping them to deliver excellent patient care and service, enhance efficiency and revenue, and increase their professional satisfaction. FPM provides the authoritative guidance that physicians can rely on and use to enhance all aspects of their practice.


FPM is delivered bi-monthly in print and digital formats to AAFP members and subscribers and viewed online by more than 170,000 unique visitors monthly.

- #1 Most Visited Practice Management Publication Website—Kantar Media, Website Usage and Qualitative Evaluations, June 2018 Family Medicine
- #1 Ad Page Exposure among practice management publications—Kantar Media, Medical/Surgical Readership Study, June 2018
- Best peer-reviewed journal, Bronze Award—American Society of Healthcare Publication Editors, 2016

Through print and digital channels, FPM delivers concise, timely content in easy-to-consume formats.

American Academy of Family Physicians
The AAFP represents 131,400 physicians and medical students nationwide. It is the only medical society devoted solely to primary care. Approximately one in five of all office visits are made to family physicians. That is nearly 193 million office visits each year—nearly 54 million more than the next largest medical specialty.¹ Today, family physicians provide more care for America’s underserved and rural populations than any other medical specialty. Family medicine’s cornerstone is an ongoing, personal patient-physician relationship focused on integrated care.

¹ National Ambulatory Medical Care Survey: 2015 State and National Summary Tables, Table 1. Physician office visits, by selected physician characteristics: United States, 2015.
## Full-Run, Run-of-Book Rates

**RATES EFFECTIVE JANUARY 1, 2019**

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## Color Charges

**CHARGE PER COLOR PER PAGE OR FRACTION**

- **Individual Color Process** .......................................................... $160
- **Matched Color** ........................................................................... $330
- **Matched Color-Metallic** ............................................................. $560
- **Three- and Four-color Process** ................................................. $780
- **Five-color Process** .................................................................
  - (FOUR-COLOR PROCESS + NONMETALLIC MATCHED) ............... $890
- **Six-color Process**  .................................................................
  - (FOUR-COLOR PROCESS + TWO NONMETALLIC MATCHED) ........ $1,220

## Preferred Position Rates

- **2nd Cover** (PREMIUM ON B/W SPACE ONLY) .......................... 35%
- **3rd Cover** (PREMIUM ON B/W SPACE ONLY) .......................... 10%
- **4th Cover** (PREMIUM ON B/W SPACE ONLY) .......................... 45%
- **Opposite Table of Contents** (PREMIUM ON B/W SPACE ONLY) 15%
- **Preceding Lead Article** (PREMIUM ON B/W SPACE ONLY) 10%
- **Consecutive Right-hand Pages** (FULL OR FRACTIONAL) 5%

## Full-Run Insert Rates

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### FULL-RUN RATE INFORMATION

**FULL-RUN, RUN-OF-BOOK RATES**

**Effective Rate Date:** January 1, 2019.

**Agency commission:** 15% of gross billing for space and color. Subject to withdrawal on accounts not paid within 30 days of invoice date.

**Short Rates and Rebates:** Advertisers who contract for a specific frequency or discount program, but do not meet those terms within the contract period will be short-rated except for those who qualify for the Guaranteed Frequency Plan. Advertisers who exceed their contracted frequency will be rebated. All paid ad pages count towards earned frequency rate. **Bleed:** No charge.

**First-time Advertisers:** First-time advertisers/agencies must complete a credit application and prepay advertising to ensure placement. Call Advertising Services at 913-906-6000 ext. 5142 for more information.

**Earned Rates Policy:** Rates subject to change with 90-days notice. Frequency discounts are based on the actual number of paid pages placed during one contract year. Full-page or fractional units are counted as one page. Split run pages run in AFP count toward the earned rate as one page. Contracts are accepted with the understanding that rates will be guaranteed beyond the last issue closed. Advertising is sold only at earned published rates. Contracts and insertion orders issued for units at less than published rates are not accepted.

**Combined Frequency Savings:** Insertions in AFP count toward earned frequency in American Family Physician (AFP). Each ROB advertising page counts as three (3) units in AFP. A 2-page spread counts as six (6) units in AFP. Each fractional unit, regardless of size, counts as three (3) units in AFP. **COVERS, PREMIUM POSITIONS:** Covers and positions are sold annually on a contract basis to individual advertisers. Premiums are charged on one page of the ad unit when multiple page units are acceptable. Covers and positions near other positions are not bound by normal product conflict guidelines. Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for one month.
Content Marketing
Employ a variety of content marketing tactics to engage family physicians in the information and awareness campaign by reaching the maximum number of family physicians to build awareness, engage family physicians to download your content from the AAFP website and act as a catalyst to start a patient/physician conversation about a patient-centered care plan and influence family physicians.

Sponsored Resource Center
Your educational materials hosted on aafp.org and pushed out to members via a regular AAFP eNewsletter and other traffic-driving mechanisms.

Advertorials
Information-rich promotion, designed to educate rather than sell, is highly valued by physicians and accepted by FPM and American Family Physician.

FMX Family Medicine Experience
The AAFP Family Medicine Experience (FMX) is the largest annual gathering of family physicians. It’s where 4,000+ physicians come for solutions to amplify their patient care, live CME that challenges their knowledge, inspiration from keynote speakers, and powerful peer connections. Exhibit and sponsorship opportunities are available.

Anthologies
FPM Anthologies are collections of popular articles that cover a range of practice improvement topics and offer helpful how-to advice on developing and enhancing practices. Physicians and other health care professionals keep these collections for guidance and refer to them time and time again. Attach your company or product to this valuable tool designed for and used by family physicians.

Sponsored Subscriptions
This opportunity provides unmatched promotional visibility and goodwill!
- Your brochure or sales materials are mailed in a polybag with each sponsored issue
- Your 4-color ad page appears in both the sponsored and standard version of FPM in both print and digital app formats
- Sponsor credit on the cover of FPM

Three and six issue programs are available. Contact publisher for more information.

FPM
Better practice.
Healthier patients.
Rewarding career.

The award-winning practice improvement journal of the AAFP, FPM is the #1 most visited practice management publication website according to KANTAR’s Website Usage and Qualitative Evaluations (June 2018 Family Medicine). Expand your footprint in family medicine through a variety of innovative sponsorship, content marketing, and advertising opportunities.

FamilyDoctor.org (familydoctor.org)
AAFP’s direct-to-patient site delivers more than 3 million page views every month.

AAFP Foundation Corporate Partnerships
Build new and deeper networks within the family medicine community while allowing the AAFP Foundation to create programs that support family physicians and the patients they serve.

Call or visit aafp.org/journals/adinfo to link to more details
Advertising Discount Programs

2/15 Plan:
Pay early and earn credit! Advertisers will receive a 2% credit on the invoice net to be used toward 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 insertion.

Continuity Rewards:
Buy five issues, get one 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 supersedes 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:
An individual advertiser (and its divisions or subsidiaries) whose 2018 accumulative ad units in FPM, AFP and associated publisher billings* equaling 72 units or more will earn a discount on gross billings in 2019 as follows:

<table>
<thead>
<tr>
<th>2018 AD UNITS</th>
<th>2019 DISCOUNT</th>
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<tbody>
<tr>
<td>72 - 105</td>
<td>1%</td>
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<td>106 - 150</td>
<td>2%</td>
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<tr>
<td>151 - 255</td>
<td>3%</td>
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<tr>
<td>256 - 315</td>
<td>4%</td>
</tr>
<tr>
<td>316 or more</td>
<td>5%</td>
</tr>
</tbody>
</table>

Corporate Rewards are taken after all other discounts. An individual advertiser (and its divisions or subsidiaries) whose 2018 accumulative ad units in AFP, FPM, and associated publisher billings* equaling 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 2019. A 15% agency commission will be given on the adjusted gross billings. This discount supersedes 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 2019 will receive all standard discounts for which the advertiser is qualified.

Guaranteed Frequency Plan:
Corporate Rewards advertisers qualify for a guaranteed frequency equal to one (1) 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.

Prescribing Information (PI) Important Safety Information (ISI) Discount
Advertisers earn a 50% discount with the 3rd PI/ISI page.

*Associated publisher billings include advertising in FPM, American Family Physician, online advertising on aafp.org and eTOC and eNewsletter advertising along with other sponsorship opportunities. eTOC/eNewsletter insertions count as one unit toward frequency. Each $10,000 spent online counts as one unit.
Additional Opportunities

Reprints and ePrints
Reprints of FPM articles are available in black and white or full color and may be ordered in multiple quantities starting at 25. ePrints are delivered as a URL link via e-mail and set for a specified number of views or length of time. For more information on availability and options, please contact Marcus Glover of The Sheridan Group Inc. at marcus.glover@sheridan.com or call (800) 635-7181, ext. 8065.

AAFP CareerLink - Classified Advertising
FPM Classifieds and AAFP’s CareerLink are the premier resource for physicians looking for opportunities in primary care. We offer a variety of print and digital offerings to market your offering or to help you reach active and passive jobseekers. For information, call 727-497-6568 or e-mail AAFP@communitybrands.com.

List Rentals
You can rent the AAFP member list (minimum 3,000 names) for direct mail campaigns. For details, contact INFOCUS Marketing at (800) 708-5478, press 2 to speak to sales or e-mail sales@infocusmarketing.com.

Visit www.infocusmarketing.com/datacard/aafp for more information. We do not offer rental of the AAFP email subscriber list.

Production

First Issue: October 1993
Issuance: Published six (6) times per year
Issue Dates: Bi-monthly as combined issues
Mailing Date/Class: Second week following issue date/Periodicals

Ad Space Sizes
Full page __________________________ 7” x 10”
½ page __________________________ 4 3/4” x 10”
½ page vertical _________________ 3 1/4” x 10”
½ page horizontal _________________ 7” x 4 1/2”
½ page vertical _________________ 2 1/6” x 10”

Bleed Ad Space Sizes
Full page __________________________ 8” x 10 1/4”
½ page __________________________ 4 3/4” x 10 1/4”
½ page vertical ___________________ 3 1/6” x 10 1/2”
½ page horizontal __________________ 8” x 5 1/4”
½ page vertical ___________________ 2 1/6” x 10 1/4”

Keep live matter 3/8” away from trim edges.
Trim size of journal: 7 3/4” x 10½

Issue and Closing Dates
• Insertion orders and all reproduction materials are due as indicated in production deadlines table. For dates that fall on weekends or holidays, use the next business day.
• No cancellations after closing date of publication.
• Send insertion orders to: Linda Porter at lporter@aafp.org

Ad Placement Policy
Advertising is rotated and interspersed throughout the issue—within departments and between articles. Advertising placement is split equally between the first- and second-half.

Production Deadlines

<table>
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<tr>
<th>ISSUE</th>
<th>SPACE CLOSING DATE</th>
<th>MATERIALS CLOSING DATE</th>
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<tr>
<td>Jan/Feb</td>
<td>Dec 1</td>
<td>Dec 10</td>
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<td>Mar/Apr</td>
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<tr>
<td>May/Jun</td>
<td>Apr 1</td>
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<tr>
<td>Jul/Aug</td>
<td>Jun 1</td>
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<td>Sep/Oct</td>
<td>Aug 1</td>
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</tr>
<tr>
<td>Nov/Dec</td>
<td>Oct 1</td>
<td>Oct 10</td>
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Mechanical Requirements

Paper Stock
A. Inside pages (body pages): 60#
B. Covers: 80#
Type of Binding: Perfect bound

Specifications
File types accepted are PDF/X-1a or PDF. Acceptable media is CD-ROM.
Files may also be emailed to btaylor@aafp.org.
• Format files as PDF/X-1a
• Flatten transparencies
• All images at least 300 dpi
• 4/C solids should not exceed ink density of 320%
• Single-page size should not exceed bleed size
• Color bars, crop, and registration marks must be kept outside the bleed size
• Prepare spread ads as individual pages
• After one year of storage, digital files will be deleted

One actual-size, SWOP certified color proof is required and must match the digital file. Contact Bret Taylor at (913) 906-6000 or btaylor@aafp.org for additional specifications.

Advertising Materials
Send CDs and color proofs to:
FPM c/o American Academy of Family Physicians
Bret Taylor
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2680

Classified and Recruitment Advertising
Community Brands
AAFP Classified Ad Sales Team (727) 497-6568
AAFP@communitybrands.com

1. Run-of-book advertisements appearing in the journal’s print edition are automatically entitled to run in the digital/app edition of that same issue in the “Enhanced Print Replica” format. Alternatively, the advertiser may provide a different version of the ad to use in the digital/app edition up to the size of the original print ad.
2. Pre-printed inserts also qualify for inclusion in the digital/app versions, but separate ad materials must be provided. Contact FPM production for more details.
3. URLs that exist in the ad creative will be activated in the digital versions unless otherwise requested by the advertiser.
4. Additional charges apply for digital enhancements, such as video or audio. Contact your FPM sales representative for more details.
5. The publisher will make every attempt to keep the same running order, special positions, and competitive separation of advertisements in the digital versions as in the print edition, but cannot guarantee this. The publisher’s inability or failure to comply

Editorial
The mission of FPM is to give family physicians the tools and information they need to build rewarding practices and improve patient care.

General Editorial Direction
FPM publishes articles designed to help family physicians with every aspect of their practice from patient satisfaction to personal satisfaction and from payment to patient care. FPM brings the resources of the AAFP to bear on the challenges that family physicians face. Each issue contains a quiz that AAFP members and paid subscribers can take to earn continuing medical education (CME) credit.

Award-Winning Content
FPM was honored by the American Society of Healthcare Publication Editors in 2016, with a Bronze Award for Best Peer-Reviewed Journal. The article “Physician Burnout: Its Origin, Symptoms, and Five Main Causes” won a Gold Award from Association Media and Publishing.
**Editorial Highlights**

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

**The AAFP Connection**
*FPM* is wired into all the resources AAFP offers and is accorded the respect commanded by the AAFP logo on the cover and by its status as the sister publication of *American Family Physician*.

**Influential Authors**
*FPM*’s reputation, the quality of its content, and the strength of its editors, Ranit Mishori MD, MHS, and Kenny Lin, MD, MPH, have attracted many of the best experts in primary care including recent articles by Farzad Mostashari, MD, and Dike Drummond, MD. *FPM* offers insight and direction on the topics that matter the most to decision makers, thought leaders, and “in the trenches” physicians.

**Coding and Billing Expertise**
*FPM*’s advice on diagnosis and procedure coding translates to dollars for readers. Every code they submit on insurance claims determines how much they get paid. The complexity of the coding systems and ever-changing billing rules makes *FPM*’s coding advice invaluable.

**Patient Care Focus**
Skyrocketing health care costs and declining physician reimbursement make efficient, effective health care delivery more challenging, and more important, than ever. *FPM* authors describe proven approaches to managing the care of patients with chronic diseases, communicating effectively with patients, providing team-based care, and achieving quality metrics.

**How-To Focus**
*FPM* is a practical journal that prioritizes publishing articles that not only build knowledge but that are also useful. The journal provides actionable guidance that can be used to spearhead improvement. Articles are written in an informal, conversational style that enhances readability and encourages engagement.

**The FPM Toolbox**
Tools, from encounter forms to quick-reference tables to patient handouts, accompany selected articles to help readers implement new knowledge and best practices.

**Regular Departments**
- **Opinion**: Viewpoints on issues of importance to the specialty
- **Coding & Documentation**: Questions and authoritative answers about issues that directly affect physicians’ pocketbooks—always rated among the most valuable content in the issue
- **Practice Pearls**: Tips from physicians and from the literature—good ideas in small packages
- **The Last Word**: A variety of one-page essays—humorous and/or thought-provoking
- **FPM Quiz**: The key to unlocking *FPM*’s CME credit *FPM* gets thousands of quiz submissions per year
- **From the Editor**: Kenneth G. Adler, MD, MMM, *FPM*’s Medical Editor, describes issue highlights and practice challenges

**New Product Releases**
None will be accepted.
Email Sponsorships: FPM eTOC and FPM Quick Tips & Insights eNewsletter

**Total distribution:** Includes active AAFP member physicians and subscribers.

**Average Weekly Distribution:** 86,000

The FPM eTOC and Quick Tips & Insights eNewsletter mail every Wednesday. FPM’s eTOC alerts readers to new content published in FPM. Quick Tips & Insights give family physicians ideas they can put into use right away.

**Semi-exclusive opportunity:** Only one display ad (300x250 medium box) & one inline text ad (headline/copy = 350 characters) are accepted per eTOC. High SOV.

All FPM and AFP box and text ads combine for the highest-earned frequency. Advertising frequencies earned via print placements in FPM and AFP also apply toward earned frequency pricing for the eTOCs and eNewsletters.
## eTOC/eNewsletter Production Dates

<table>
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## 2019 eTOC-eNewsletter Rates

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<td>Nov-20-19</td>
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</table>
Online Advertising
Rates/Opportunities Continued

#1 Journal Website in Family Medicine

The websites for American Family Physician (aafp.org/afp) and FPM (aafp.org/fpm) are industry leaders in primary care and family medicine. Kantar Media rates AFP as the #1 "most-visited journal website" in primary care. The most recent DRG | Manhattan Research, HCP Sources, 2018 rates AFP #1 in the following categories:

- Top websites accessed for professional purposes (past 3 months) FP/GP
- Specialty specific websites visited (past 3 months) among PCPs and FP/GP
- Top online and offline sources used for scientific and clinical research among PCPs and FP/GP
- Website used for online Continuing Medical Education (eCME) among PCPs and FP/GP

Kantar Media rates FPM as the #1 practice improvement journal website in family medicine. The combination makes AFP/FPM the perfect choice to reach/engage primary care physicians.

Engagement: More than 131,000 AAFP member physicians are registered users of the website.

AAFP.org COMBO

Page views ................................................................. 4,070,350
Visits ................................................................. 3,248,817

AAFP.org/afp

Page views ................................................................. 3,774,057
Visits ................................................................. 3,046,660

AAFP.org/fpm

Page views ................................................................. 296,293
Visits ................................................................. 208,898

Earned Frequency Discounts in AFP and FPM

Every $10k purchased online on the aafp.org/afp and aafp.org/fpm websites equals one unit toward earned frequency in AFP and FPM in print. Every eTOC or eNewsletter placement with AFP and FPM counts as one-unit toward frequency discounts in print.
## AAFP.org Advertising Rates

**RATES EFFECTIVE JANUARY 1, 2019**

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>COST/BASIS</th>
<th>DISCOUNT OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFP/FPM Brand COMBO - BEST BUY! (Banners*)</td>
<td>$100 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
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<tr>
<td>AFP/FPM Brand COMBO - BEST BUY! Half Page (300x600)</td>
<td>$110 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
</tr>
<tr>
<td>FPM - Brand Specific (Banners*)</td>
<td>$110 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
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<tr>
<td>FPM - Brand Specific - Half Page (300x600)</td>
<td>$140 CPM</td>
<td>5% Discount on 100K+ impressions per month</td>
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<tr>
<td>Interstitial AFP/FPM Brand Combo</td>
<td>$180 CPM</td>
<td>When purchased in conjunction with equivalent banner impressions in the same month</td>
</tr>
<tr>
<td>Interstitial AFP Brand-Specific</td>
<td>$200 CPM</td>
<td>When purchased in conjunction with equivalent banner impressions in the same month</td>
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*Leaderboard (728x90), medium box (300x250)
**Leaderboard (728x90), medium box (300x250) or half page (300x600)

### Website and eTOC Advertising Specifications

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<tr>
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<th>300x250</th>
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<td>0 - 4,999</td>
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<tr>
<td>Half Page 300x600</td>
<td></td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length Max loop 3 times</td>
<td>0 - 4,999</td>
</tr>
<tr>
<td>Expandable/Retractable 300x250 to 300x600 to 728x90 to 728x315</td>
<td></td>
<td>Expansion must be user-initiated</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video 15 sec max length (unlimited user-initiated); 11 MB additional file size allowed for host-initiated video; Unlimited size for user-initiated video</td>
<td>5,000 - 1,999,999 (for entire ad unit)</td>
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<tr>
<td>Smartphone Static Wide Banner 320x50</td>
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<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max length for animation Video not allowed for this unit See “In-Banner Video” &amp; Rich Media units below for video</td>
<td>0 - 4,999</td>
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<td>Between-the-Page (aka “Interstitial”) Variable</td>
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<td>Expansion not applicable for this unit</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video 15 sec max length (unlimited user-initiated); 11 MB additional file size allowed for host-initiated video; Unlimited size for user-initiated video</td>
<td>N/A unless the ad covers content on the target page, then use range for overlays: 6,000,000+</td>
</tr>
</tbody>
</table>

| eTOC, eNewsletter 300x250 | N/A | N/A | 130 characters | Static Gif or JPEG |
| eTOC, eNewsletter Inline Text | N/A | N/A | Headline 50 characters, body copy 300 characters. Up to 2 URL links allowed |
Print Advertising Policy

The purpose of FPM is to serve the medical profession and provide continuing medical education (CME). The information and opinions presented in FPM 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, FPM 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 FDA 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 at aafp.org/journals/adinfo.

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 videotapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.

H. FPM 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. FPM 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 manufacturing 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. Because editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.

T. In the event of nonpayment, advertiser and/or its advertising agency shall be 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.
Online Advertising Policy

The American Academy of Family Physicians (AAFP) accepts advertising on the American Family Physician (AFP) and 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 it seems inappropriate or incompatible with its mission and to stop accepting any advertisement previously accepted.

The following types of advertisements are prohibited on AFP and FPM websites:
• Alcohol and tobacco
• Weapons, firearms, ammunition, and fireworks
• Gambling and lottery
• Pornography and related materials and services
• Political and religious
• 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 or send visitors to another site without the visitor having clicked on the ad

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 or 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.

Advertising revenue is used to support the AAFP.
Focused on what family physicians need today – practical, peer-reviewed advice