

Copy & Contract Policies

A. PUBLISHER and/or Russell Johns Associates, LLC (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agree jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the January 1, 2009 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.

Classified Advertising Order Form

Please insert my ad _____ times, beginning with _____ issue.

Classified ad to appear under _____ (see reverse for list of available headings)

American Family Physician print only. American Family Physician and AAFP web site. State (for internet placement) _____

Payment method (check one):

Total Enclosed \$ _____ Charge Amount \$ _____ Check Money Order
 MasterCard VISA AMEX Discover PayPal

**Credit Card Orders: To avoid delay in scheduling, access our secure online order form at:
www.rja-ads.com or fax this order form to: (727) 445-9380**

Credit Card Number _____ Expiration Date ____ / ____
(Your credit card statement will reflect this charge as RJA LLC 8002379851 FL US)

Cardholder Name _____

Cardholder Signature _____ Telephone (_____) _____
(Signature Mandatory)

Institution _____ Telephone (_____) _____

Contact Person _____ Fax (_____) _____

Address _____ Email: _____

City _____ State _____ Zip _____

Address _____

Authorized Signature _____
(Address where credit card statement is mailed if different from above)

Copy for Classified Advertisement (please print or type to avoid errors):

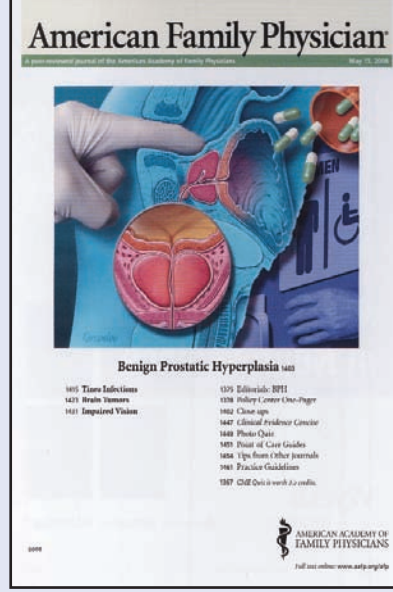
Mail to: American Family Physician, Classified Department, P.O. Box 1510, Clearwater, FL 33757-1510
 1001 South Myrtle Avenue, Suite 7, Clearwater, FL 33756-3930

(800) 237-7027 • (727) 443-7667 • Fax (727) 445-9380 • Email: afp@rja-ads.com
 Website: www.rja-ads.com/afp/

Office Hours: Monday through Friday, 8:30 AM – 5:00 PM Eastern Time

American Family Physician classified advertising is represented exclusively by Russell Johns Associates LLC of Clearwater, Florida.

**CLASSIFIED
 ADVERTISING
 RATES**
EFFECTIVE JANUARY 2009
www.rja-ads.com/afp
(800) 237-7027 • (727) 443-7667
Fax (727) 445-9380



American Family Physician

American Family Physician (AFP)

The official clinical publication of the American Academy of Family Physicians (AAFP), which has a membership of approximately 93,000. AFP is widely acclaimed as the number one journal in readership among family physicians. With an estimated total circulation of over 188,200 (including medical students), it can help you recruit the doctor you need. Our loyal readership has made our classified section the largest and most comprehensive source of family medicine opportunities published in any medical journal.

Word Classified Rates

	1 Time	2-3 Times*	4-7 Times*	8-11 Times*	12-23 Times*	24 Times*
Minimum 20 words (cost per word)	\$9.05	\$8.15	\$7.70	\$7.25	\$7.05	\$6.80
Internet Combination	\$10.35	\$9.30	\$8.80	\$8.30	\$8.05	\$7.75

Display Classified Rates

	1 Time	2-3 Times*	4-7 Times*	8-11 Times*	12-23 Times*	24 Times*
Cost per column inch	\$460	\$415	\$390	\$370	\$360	\$345
Internet Combination (minimum 1 column inch)	\$535	\$480	\$455	\$430	\$415	\$400

Unit Display

	1 Time	2-3 Times*	4-7 Times*	8-11 Times*	12-23 Times*	24 Times*
1/6 Page	\$2,050	\$1,845	\$1,740	\$1,640	\$1,600	\$1,535
Internet Combination	\$2,275	\$2,045	\$1,935	\$1,820	\$1,775	\$1,705
1/3 Page	\$3,845	\$3,460	\$3,270	\$3,075	\$3,000	\$2,885
Internet Combination	\$4,220	\$3,800	\$3,585	\$3,375	\$3,290	\$3,165
1/2 Page	\$5,770	\$5,195	\$4,905	\$4,615	\$4,500	\$4,325
Internet Combination	\$6,350	\$5,715	\$5,395	\$5,080	\$4,955	\$4,760

FOUR COLOR – Available for ads 1/6 page and larger. Add 30% to B&W ad cost.

BLIND BOX SERVICE AVAILABLE – \$30 one-time fee.

* Rates are per issue. Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

Circulation

Total estimated circulation for 2009: Over 188,200. Qualified recipients are family physicians, general practitioners, select direct patient care office- and hospital-based physicians who are general internist, family medicine/general medicine osteopaths, AAFP members in other specialties and AAFP student affiliate members. Detailed listing available upon request. BPA Audited.

Commission & Discounts

Agency Commission: 15% of gross billing on display advertising only. Subject to withdrawal on accounts not paid within 30 days of invoice date. No cash or prepayment discounts allowed.

Billing & Credit

Prepayment for classified advertising is requested. Government and hospital purchase orders accepted. Credit may be extended to established accounts for display ads of 1/6 page or larger with approved credit application on file after prepayment of first issue. Please make checks payable in U.S. funds to American Family Physician/Russell Johns Associates, LLC. There is a \$35 service charge for returned checks. MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Credit card number, expiration date, authorized amount, and signature of cardholder are required at time of ad placement. Invoices not paid according to terms will be subject to a 5% late payment charge. Tearsheet available only upon request.

Classified Headings

When no heading is requested, we will use our own judgement in classifying ad.

Chief	Fellowship	Medical Equipment/Supplies	Physicians Wanted
Chair	Hospitalist	Medical Meetings	Positions Wanted
Director	Locum Tenens	Medical Publications	Practice For Sale
Faculty	Medical Education	Medical Services	Residencies

Issuance & Closing Dates

Published 24 times per year. Mailing date is one week following issue date. Copy changes/cancellations are accepted only in writing and must be received on or before closing date of the scheduled issue(s).

Issue Dates	Closing Dates	Issue Dates	Closing Dates	Issue Dates	Closing Dates	Issue Dates	Closing Dates
January 1 ...	December 1, 2008	April 1	March 2	July 1	June 1	October 1	September 1
January 15	December 15	April 15	March 16	July 15	June 15	October 15	September 15
February 1.....	January 2, 2009	May 1	April 1	August 1	July 1	November 1	October 1
February 15	January 15	May 15	April 15	August 15	July 15	November 15	October 15
March 1	February 1	June 1	May 1	September 1	August 1	December 1	November 2
March 15	February 15	June 15	May 15	September 15	August 15	December 15 ...	November 16

Creating Your Ad

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 for an address, P.O. is one word, Box is one word and number of box is one word. Cities and states consisting of two words or more are considered as one word: i.e., “New York” and “Salt Lake City.” Zip code is considered one word. Internet or Email addresses count as three words each. Telephone numbers with area code are considered one word. No charge for normal punctuation. When box service is requested for replies, the words “Box _____, c/o AFP” are to be counted as three additional words.

Style – Classified print ads are set solid with the first line of copy set in bold. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

Ad Dimensions

COLUMN INCH

Minimum: One column inch
2 1/16" W x 1" D

UNIT DISPLAY

1/6 Page: 2 1/16" W x 4 3/8" D
1/3 Page: 4 1/4" W x 4 3/8" D (H)
1/3 Page: 2 1/16" W x 9" D (V)
1/2 Page: 6 1/2" W x 4 3/8" D

Production Specifications

– File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@rja-ads.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 800-649-6712 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.