



American Family Physician is the official journal of the American Academy of Family Physicians.

OFF CALL is an advertising section offering select lifestyle product and service advertisers a unique opportunity to reach a professional, responsive audience.

Circulation: 188,200+ per issue  
Published: Bi-weekly



AD SIZE	1x	2-3x	4-7x	8-11x	12-23x	24x
Column Inch	\$370	\$335	\$315	\$295	\$290	\$280
1/6 Page	\$1,640	\$1,475	\$1,395	\$1,310	\$1,280	\$1,230
1/3 Page	\$3,075	\$2,770	\$2,615	\$2,460	\$2,400	\$2,305
1/2 Page	\$4,615	\$4,155	\$3,920	\$3,690	\$3,600	\$3,460

Rates are for 4 color. Rates are per issue.

AD DIMENSIONS	
Column Inch.....	2 1/16" x 1"
1/6 Page (V).....	2 1/16" x 4 3/8"
1/6 Page (H).....	4 1/4" x 2 1/8"
1/3 Page (V).....	2 1/16" x 9"
1/3 Page (H).....	4 1/4" x 4 3/8"
1/2 Page.....	6 1/2" x 4 3/8"

**DISPLAY SPECIFICATIONS**

**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.

**ACCEPTABLE AD CATEGORIES**

- If appropriate category is not listed below please contact us.
- |                     |                          |
|---------------------|--------------------------|
| Apparel/Accessories | Hobbies                  |
| Art/Collectibles    | Outdoor Recreation       |
| Financial           | Real Estate              |
| Fitness/Relaxation  | Sports                   |
| Food and Wine Clubs | Travel/Vacation/Retreats |

**ISSUE AND CLOSING DATES**

Issue dates are the 1st and 15th of each month. Issues close one month prior to issue date. (e.g. June 15 issue closes May 15).

**Commission** - Advertising commissionable at 15% to recognized agencies providing publication-ready art.

**Billing & Credit** - Checks, MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to AFP/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment charge. Tearsheet available only upon request.

**Ad Cancellations** - Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per 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.

## 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 agrees 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 an Agency on behalf of 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 July 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.