

# American Family Physician®

## CME COURSE INFORMATION RATES Effective January 2009

The *American Family Physician (AFP)* journal is the official publication of the American Academy of Family Physicians (AAFP). It is rated the #1 read journal among family physicians and CME is one of the important reasons. Bi-weekly circulation of AFP is over 188,200, of which approximately 93,000 are AAFP members. The CME advertising section provides you the opportunity to give readers additional information on your up-coming course/program.

### RATES

	1 Time	2 Times*	4 Times*
<b>1/12 Page</b> - (2 1/6" W x 2 1/4" D)	\$640	\$575	\$545
Internet Combo	\$700	\$630	\$595
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<b>1/6 Page</b> - (2 1/6" W x 4 1/2" D)	\$1,270	\$1,145	\$1,080
Internet Combo	\$1,400	\$1,260	\$1,190
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<b>1/3 Page</b> - (4 1/4" W x 4 1/2" D)	\$2,390	\$2,150	\$2,030
Internet Combo	\$2,625	\$2,360	\$2,230
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<b>1/2 Page</b> - (6 1/2" W x 4 1/2" D)	\$3,585	\$3,225	\$3,045
Internet Combo	\$3,950	\$3,555	\$3,360

\*In order to earn frequency rates, your ad must be placed and prepaid at the same time for 2 or more consecutive issues. If ad is cancelled, credit will be based on the frequency rate earned.

**PRODUCTION SPECIFICATIONS** - File types accepted: 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: 727-445-9380 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

### 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 are allowed.

### INTERNET ONLY RATES

[www.aafp.org/careers/](http://www.aafp.org/careers/)

Enhanced Narrative Ad Style - Enlarged bold heading is separated from the text. URLs and email addresses in ad are hyperlinked.

1 Time (15 days)	2 Times* (30 days)	4 Times* (60 days)
\$325	\$295	\$275

\*To earn frequency discount two, three/four or more insertions must be scheduled for the same course listing.

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

### BILLING & CREDIT

Prepayment for classified advertising is required. 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. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as due and payable to the publisher. 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, AMEX, 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.

### COPY & CONTRACT POLICIES

See reverse side.

## 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 January 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.

## CME COURSE INFORMATION ADVERTISING FORM

Please insert my ad \_\_\_\_\_ times, beginning with the \_\_\_\_\_ issue.

Size:     1/12 page                       1/6 page                                       1/3 page                                       1/2 page

American Family Physician print only                       American Family Physician and AAFP Internet combination

American Family Physician Internet only. [www.aafp.org/careers/](http://www.aafp.org/careers/)

Payment method (check one):

Total Enclosed \$ \_\_\_\_\_     Check     Money Order     PayPal

Charge Amount \$ \_\_\_\_\_     MasterCard     VISA     AMEX



**Credit Card Orders: To avoid delay in scheduling, access our secure on-line order form at:  
[www.rja-ads.com](http://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 Signature \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_  
(Signature Mandatory)

Institution \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

Contact Person \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Address \_\_\_\_\_  
(Address where credit card statement is mailed if different from above.)

Authorized Signature \_\_\_\_\_

Please attach a Copy of your Classified Advertisement.

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](mailto:afp@rja-ads.com)  
Website: [www.rja-ads.com/afp/](http://www.rja-ads.com/afp/)  
Office Hours: Monday through Friday, 8:30 AM – 5:00 PM Eastern Time