

2022 Media Kit

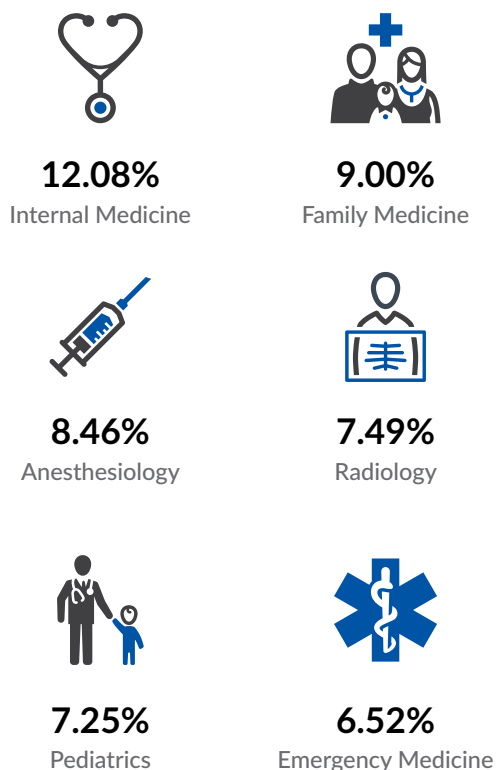
Marketing to Physicians



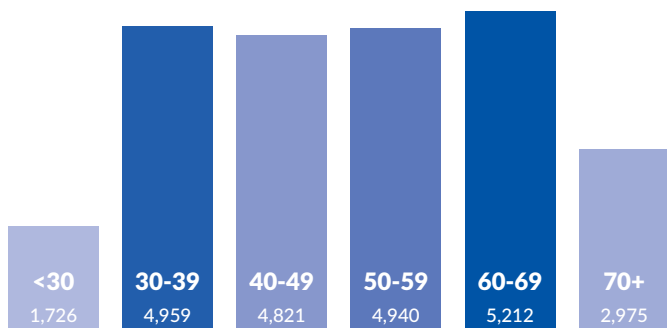
About the FMA

The Florida Medical Association (FMA) is the largest physician advocacy organization in the state, representing nearly 25,000 members across the spectrum of medical practice. As the voice of medicine in Florida, the FMA offers the perfect marketing platform for organizations seeking to reach the state's physician community.

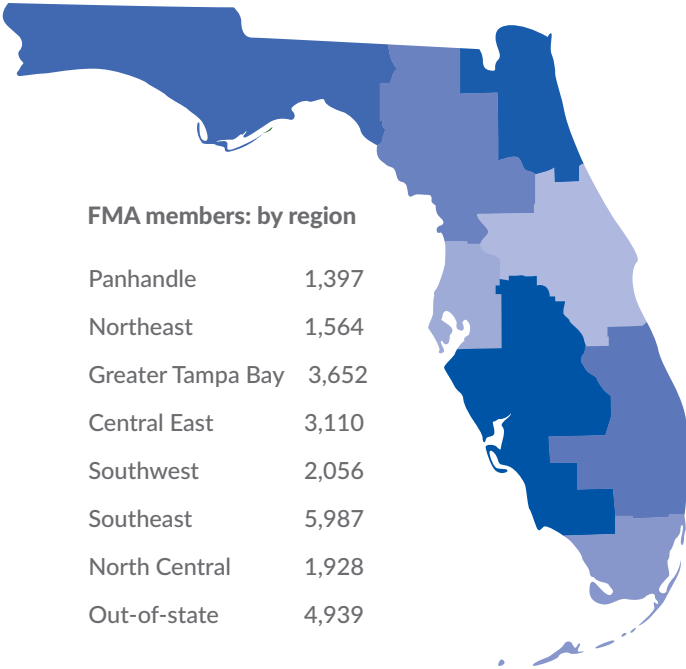
FMA members: Top six specialties represented



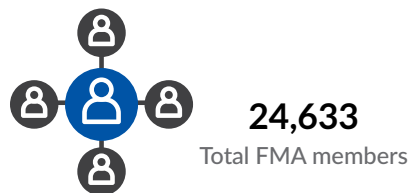
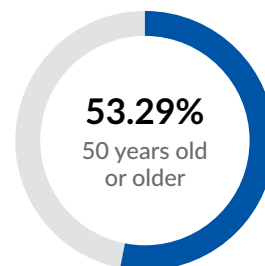
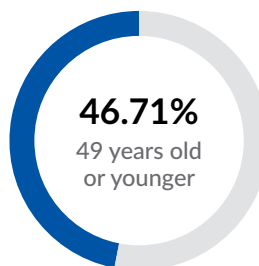
FMA members: by age



FMA members: by region



Panhandle	1,397
Northeast	1,564
Greater Tampa Bay	3,652
Central East	3,110
Southwest	2,056
Southeast	5,987
North Central	1,928
Out-of-state	4,939



You're in the right place

When you work with the FMA, you get right to the source – Florida's most engaged physicians. With the help of our detailed membership data, we can make the connection between your product or service and Florida physicians' needs.

MARKETING TESTIMONIALS



Health Insurance
Exchange



"Our partnership with the FMA spans almost ten years. Their staff is always professional, responsive, and a pleasure to work with. We value our relationship with the whole FMA family, and we look forward to continuing to serve their members."

– Member Benefits

"Abyde's mission is to revolutionize HIPAA compliance for independent medical practices and there's no better way to follow through on that goal than working with the FMA and its membership. The FMA is seen as a leader in the Association space across the country and exactly the type of organization Abyde looks to partner with."

– Abyde

Advertising Opportunities: FMA News

FMA News is the FMA's email newsletter sent weekly to members and twice monthly to all Florida-licensed physicians. It is our premier news and information resource for Florida physicians.

READERSHIP & FREQUENCY

- Every Thursday - Delivered to FMA members ONLY (approx. 25,000* total)
- 1st and 3rd Thursday of each month - Delivered to ALL Florida-licensed physicians with email addresses (approx. 70,000* total)

**Email list subscribers can vary month-to-month depending on new additions and those who've chosen to remove themselves from our mailing list.*

RATES/PERFORMANCE

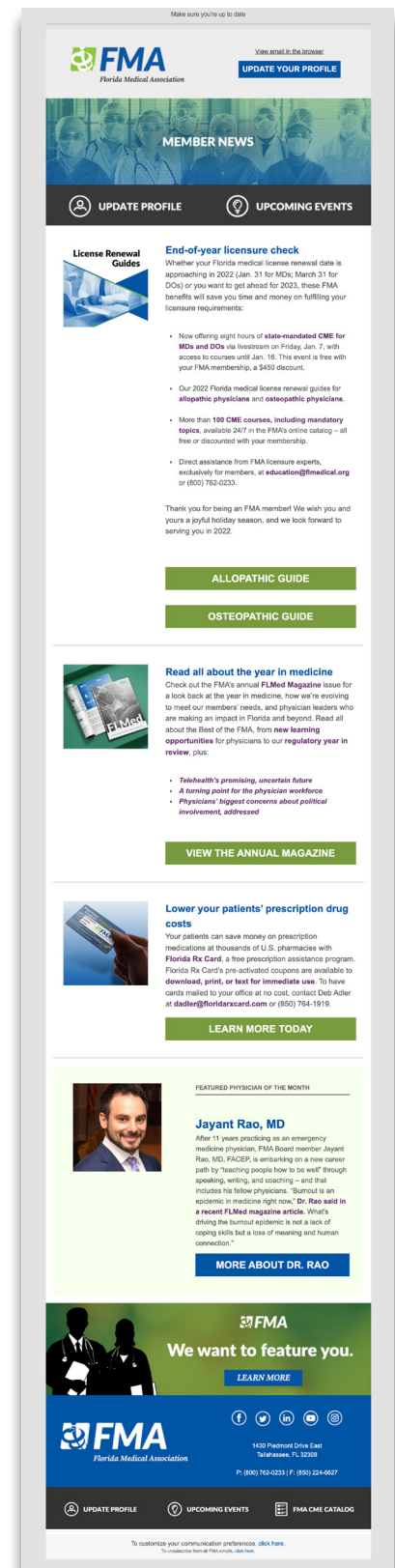
- Unique open rates averaged 32.4% in Q4 of 2021
- Unique click rates averaged 3.1% in Q4 of 2021

DEADLINES

- Ad materials and links **must be received on Monday of the week your ad is scheduled to run.** Ad space is sold on a first-come, first-served basis.

AD SPECIFICATIONS

- 72 dpi GIF, animated GIF (limit 3 loops), JPEG, or PNG
- 125kb max file size
- All artwork must be RGB
- Please note: All orders requiring design will be billed at \$100/hr.



Advertising Opportunities: FMA News

PRICING AND SPECS

Leaderboard Ad

- Dimensions: 650w x 150h
- Members-only edition: \$600
- All-physician editions: \$2,200

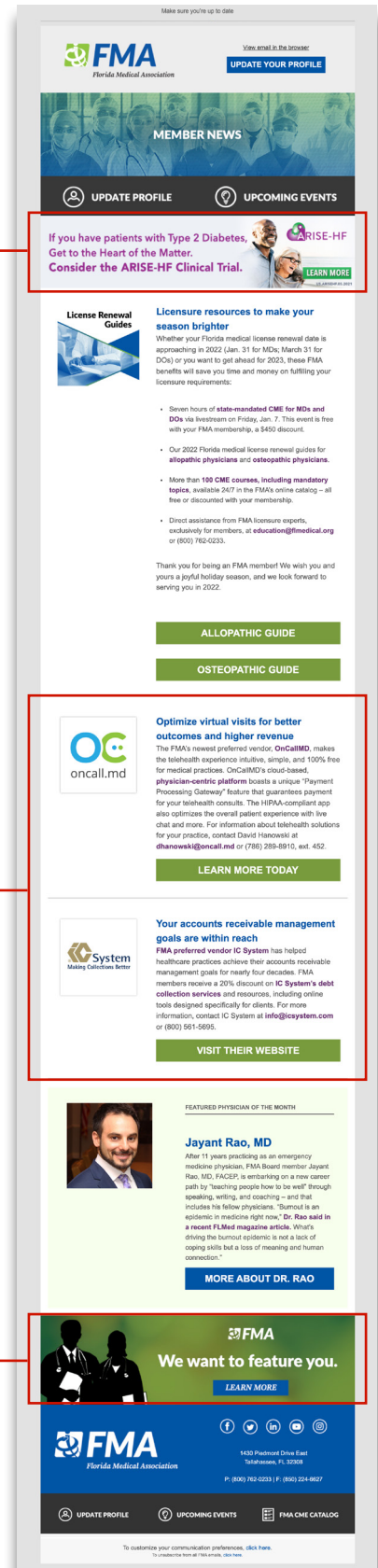
Sponsored Content Ad

- Word count: about 75 words with a photo or logo
- Members-only edition: \$1,125
- All-physician editions: \$4,125

Footer Ad

- Dimensions: 650w x 150h
- Members-only edition: \$375
- All-physician editions: \$1,375

Costs estimated by \$40 CPM – leaderboards, \$75 CPM – sponsored content ads, and \$25 CPM – footer ads. CPM is based on 15,000 and 55,000 physicians.



Advertising Opportunities: In-person events



ANNUAL MEETING

The Annual Meeting & Conference is the FMA's premier live event of the year, featuring interactive CME, networking events, our presidential installation, poster symposium, and more. Exhibiting sponsors can engage with up to 2,000 attendees in person and more online. Our next meeting is August 4-7, 2022 at the Hyatt Grand Cypress in Orlando, Florida.

INSURANCE SUMMIT

The FMA Insurance Summit is a one-day, virtual event that provides physicians and their office staff members with proven strategies to maximize their payments and plan for changes in physician reimbursement. Attendees have opportunities to meet one-on-one with representatives from major health insurance companies and other third-party payors. The Insurance Summit is set to be held November 2022.

For more information about either event,

DOWNLOAD THE CONFERENCE PROSPECTUS

Become an FMA Preferred Vendor



**Preferred
Vendor**

As an FMA preferred vendor, you will receive access to our robust membership and other valuable opportunities to get in front of the right physicians. To be considered for a preferred vendor endorsement, [complete this questionnaire](#) and send it to cjones@flmedical.org.

VENDOR TESTIMONIAL



"IC System's two decades of valued partnership with the Florida Medical Association has allowed us to help hundreds of Florida practices stay on top of their accounts receivable. By partnering with respected organizations like the FMA, we are able to get our name in front of practices we might otherwise not and offer our valuable services at a member-exclusive discounted rate."

EXCLUSIVE PREFERRED VENDOR BENEFITS

Social Media

- The FMA features preferred vendors on our social media platforms on a weekly basis.

Webinars

- The FMA hosts webinars for Florida physicians regularly, including special webinar events hosted by FMA preferred vendors. Webinar attendance ranges from 150 to 350 registrants.

Speak at a Board of Governors Meeting

The FMA Board of Governors (BOG) is a group of elected influential physicians from across the state and from all specialty groups. BOG meetings typically consist of 60-70 attendees, including the Florida Surgeon General.



UPCOMING MEETINGS

June 23-26, 2022

Spring Board of Governors Meeting

LUNCH SPONSORSHIPS

BOG meeting sponsorships are application-based and must be approved.

	Starting at \$7,500
Up to 30-minute presentation plus Q+A	✓
Digital ad in FMA News	✓

INSERTION ORDER

ADVERTISER INFORMATION — All advertisements are subject to approval by the FMA.

Company Name: _____ Contact: _____

Agency Name: _____ Contact: _____
(if applicable)

Billing Address: _____

Email Address: _____

Phone: _____ Fax: _____

Authorized Signature: _____ Date: _____

Art Delivered Via: ☐ Disc ☐ Email Art Contact: _____

TO ADVERTISE IN FMA NEWS E-NEWSLETTER:

Ad Specs

	Member Edition	All Physicians
Leaderboard 650w x 150h	<input type="checkbox"/>	<input type="checkbox"/>
Sponsored Content	<input type="checkbox"/>	<input type="checkbox"/>
Footer 650w x 150h	<input type="checkbox"/>	<input type="checkbox"/>

Insertion Dates

PAYMENT INFORMATION

☐ Check ☐ MC ☐ VISA ☐ AMEX ☐ Invoice Me

Card #: _____

Expires: _____ Security Code: _____

Name on Card: _____

Signature: _____

Make check payable to Florida Medical Association and mail
with form: 1430 E. Piedmont Drive, Tallahassee, Florida 32308



1430 Piedmont Dr E, Tallahassee, FL 32308
Office: (850) 224-6496 | Fax: (850) 224-6627
flmedical.org

Updated 042022