

2024 Media Kit

Marketing to Physicians



About the FMA

The Florida Medical Association (FMA) is the largest physician advocate organization in the state, representing more than 20,000 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



12.23%

Internal Medicine



10.10%

Family Medicine



7.16%

Pediatrics



6.41%

Radiology



5.80%

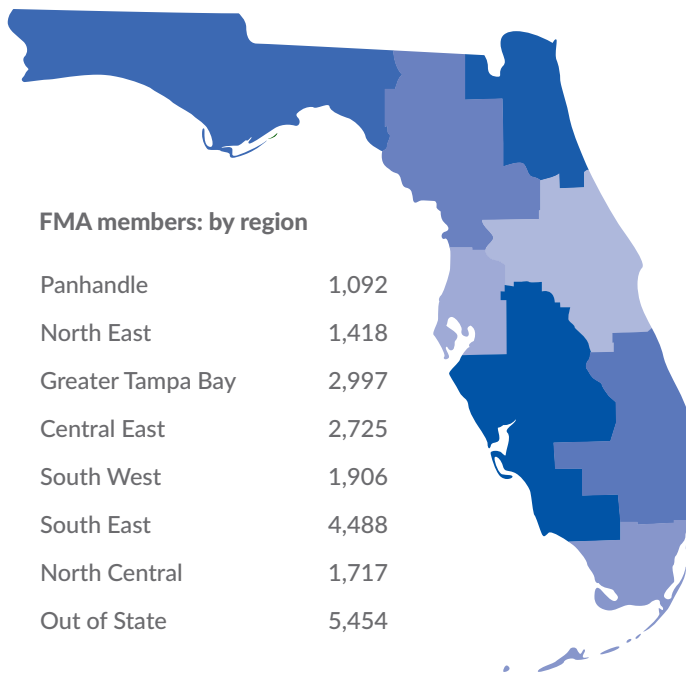
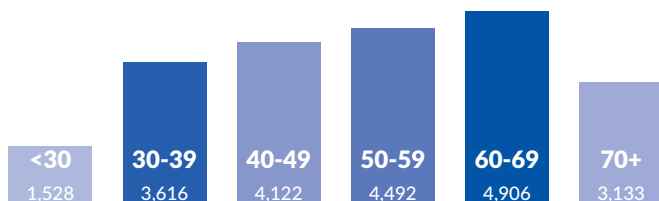
Surgery



5.38%

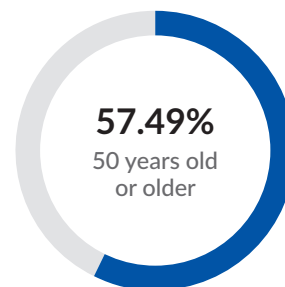
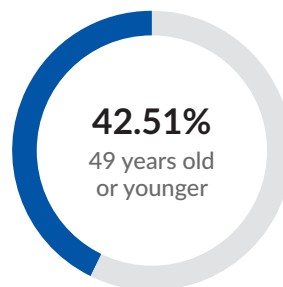
Anesthesiology

FMA members: by age



FMA members: by region

Panhandle	1,092
North East	1,418
Greater Tampa Bay	2,997
Central East	2,725
South West	1,906
South East	4,488
North Central	1,717
Out of State	5,454



21,797
Total FMA members

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 (15,000-20,000* total)
- First and third Thursday of each month - Delivered to ALL Florida-licensed physicians with email addresses (approx. 80,000* total)

**Based on Q4 analytics. 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

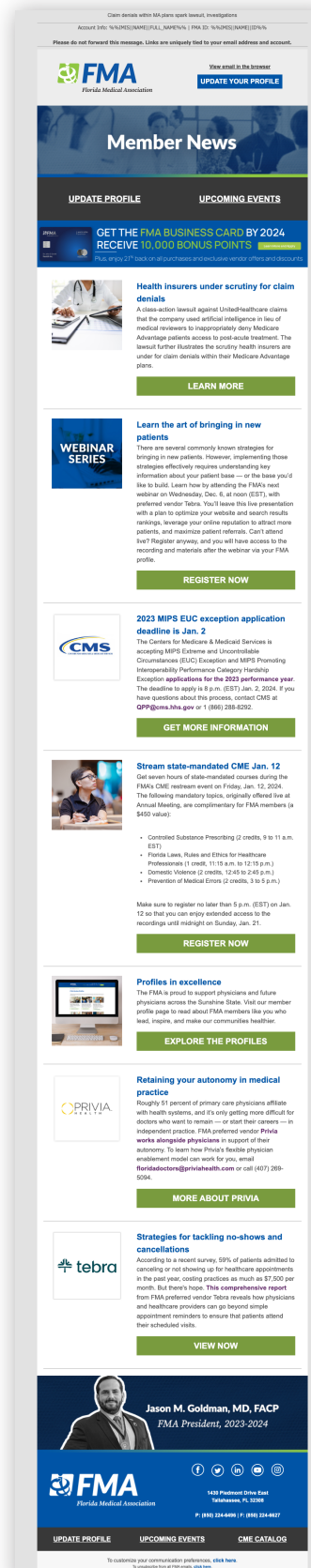
- Open rates averaged 57.9% in Q4 of 2023 for FMA members-only emails
- Click rates averaged 6.8% in Q4 of 2023 for FMA members-only emails
- Open rates averaged 53.8% in Q4 of 2023 for all-physicians emails
- Click rates averaged 3.6% in Q4 of 2023 for all-physicians emails

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

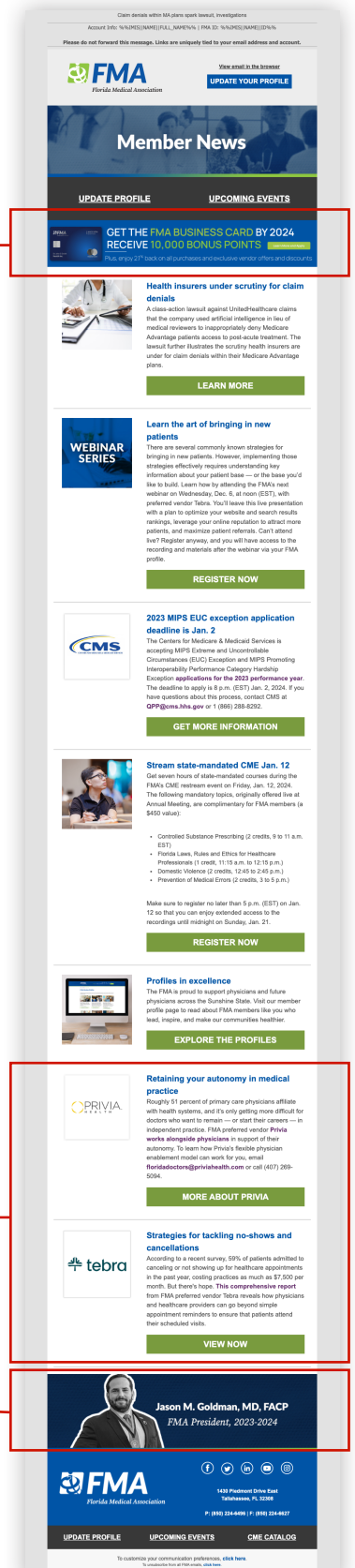
Sponsored Content Ad

- Word count: about 75 words with a photo or logo
- Dimensions: 450x450
- 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: FMA Annual Meeting



The FMA Annual Meeting 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 over 1,100 attendees in person and online. Our next meeting is Aug. 2-4, 2024 at the Hyatt Grand Cypress in Orlando.

For more information

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 bi-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. CME webinars are also available and have seen attendance range from 250-1,100 registrants (depending on subject matter).

Speak at a Board of Governors Meeting

Present your product or service to FMA’s leadership and executive team. 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.



UPCOMING MEETNIGS

May 17-19, 2024
Spring Board of Governors Meeting

Oct. 17-20, 2024
Fall 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, the FMA's weekly email newsletter	✓

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: _____

TO ADVERTISE IN FMA NEWS E-NEWSLETTER:

Ad Specs

Member Edition All Physicians

Leaderboard ad	\$600 <input type="checkbox"/>	\$2,200 <input type="checkbox"/>
Sponsored Content ad	\$1,125 <input type="checkbox"/>	\$4,125 <input type="checkbox"/>
Footer ad	\$375 <input type="checkbox"/>	\$1,375 <input type="checkbox"/>

Insertion Dates

BOG LUNCH SPONSORSHIP:

May 17-19, 2024	\$7,500 <input type="checkbox"/>
Oct. 17-20, 2024	\$7,500 <input type="checkbox"/>

PAYMENT INFORMATION

Please note: advertisements will not run in FMA publications until full payment is received. Exceptions only for state government agencies.

☐ 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



Florida Medical Association

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