

MARKETING TO PHYSICIANS



FMA
FLORIDA MEDICAL ASSOCIATION

Contents

Promotional Planning Calendar 2021	3
An Overview—Reaching Florida’s Physicians	4-5
Florida Medical Magazine	6
Rates	7
FMA News eNewsletter	8
Rates	9
FMA Online Website	10
Rates	10



2021 Promotional Planning Calendar

2021

Print / Digital / Events

Materials Due:

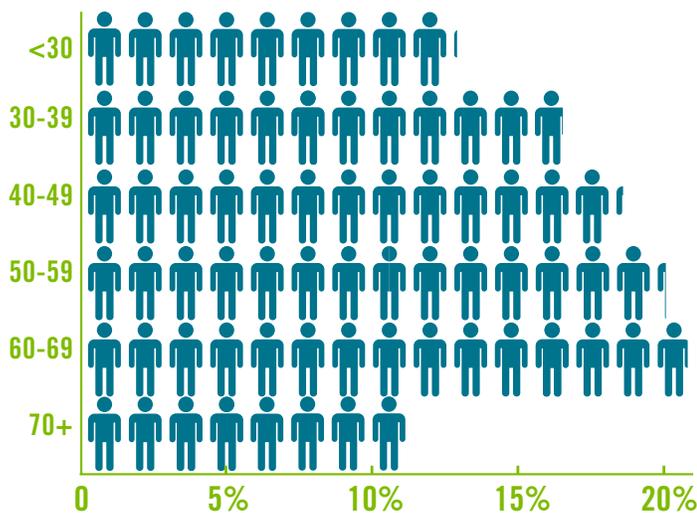
Jan	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs
Feb	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs
March	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs
April	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs Sponsorships for Board of Governors Meeting due April 2021
May	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members FMA Spring Board of Governors Meeting (<i>May 7-10, 2021</i>) <i>Grand Hyatt Tampa Bay</i> 	<ul style="list-style-type: none"> FMA News: due the week before it runs
June	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs
July	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs Annual Meeting Sponsorships due July 1, 2021 Magazine Ads Space Due: July 9, 2021
Aug	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 2021 Annual Meeting & Board of Governors (<i>July 31-August 2, 2021</i>) <i>Hilton, Orlando</i> 	<ul style="list-style-type: none"> FMA News: due the week before it runs Magazine Ads Art Due: Art: August 2, 2021
Sept	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members Florida Medical Magazine Fall/Annual Report Issue 	<ul style="list-style-type: none"> FMA News: due the week before it runs
Oct	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs Sponsorships for Insurance Summit due Oct 2021
Nov	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members FMA Insurance Summit 2021 (<i>TBD</i>) 	<ul style="list-style-type: none"> FMA News: due the week before it runs
Dec	<ul style="list-style-type: none"> FMA News Week 1 & 3 Members/Prospects FMA News Week 2 & 4 Members 	<ul style="list-style-type: none"> FMA News: due the week before it runs

FMA Membership By The Numbers

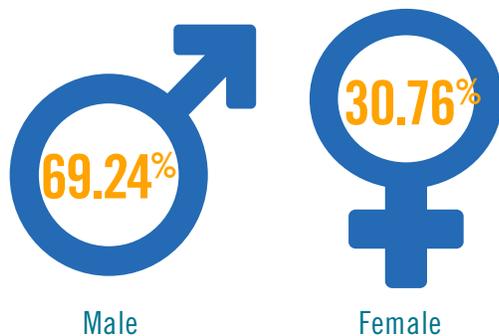
Membership by Region:

Panhandle	1,400
North East	1,577
Greater Tampa Bay	3,285
Central East	3,056
South West	2,159
South East	5,847
North Central	1,904
Out of State	4,859
Total	24,087

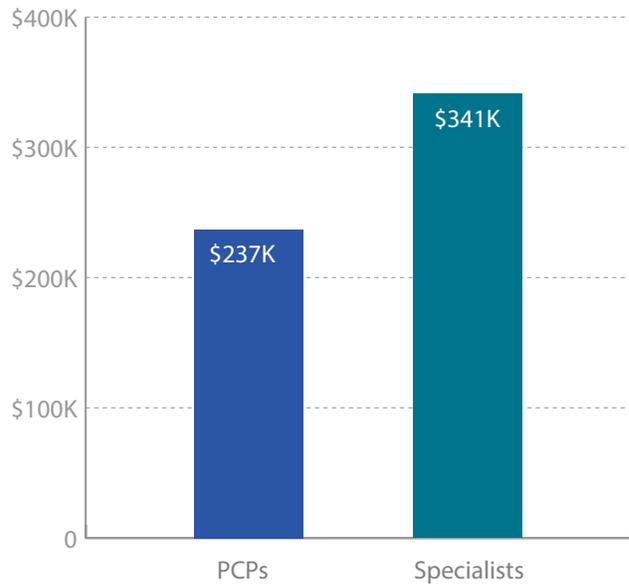
by Age:



by Gender:



How Much do Physicians Earn Overall?



* From the Medscape Physician Compensation Report 2019

by Specialty

Internal Medicine	13.14%
Family Practice	10.06%
Anesthesiology	8.56%
Pediatrics	7.53%
Radiology	7.50%
Surgery	5.45%
Obstetrics & Gynecology	4.64%
Cardiology	4.13%
Orthopedics	3.93%
Psychiatry	3.10%

*Top 10 specialties

Updated data 2/12/21

Our Mediums

Florida Medical Magazine

Our award-winning magazine



Events

Florida physicians gather throughout the year for both small group and large group events such as quarterly Board of Governors Meetings and the FMA Annual Meeting.



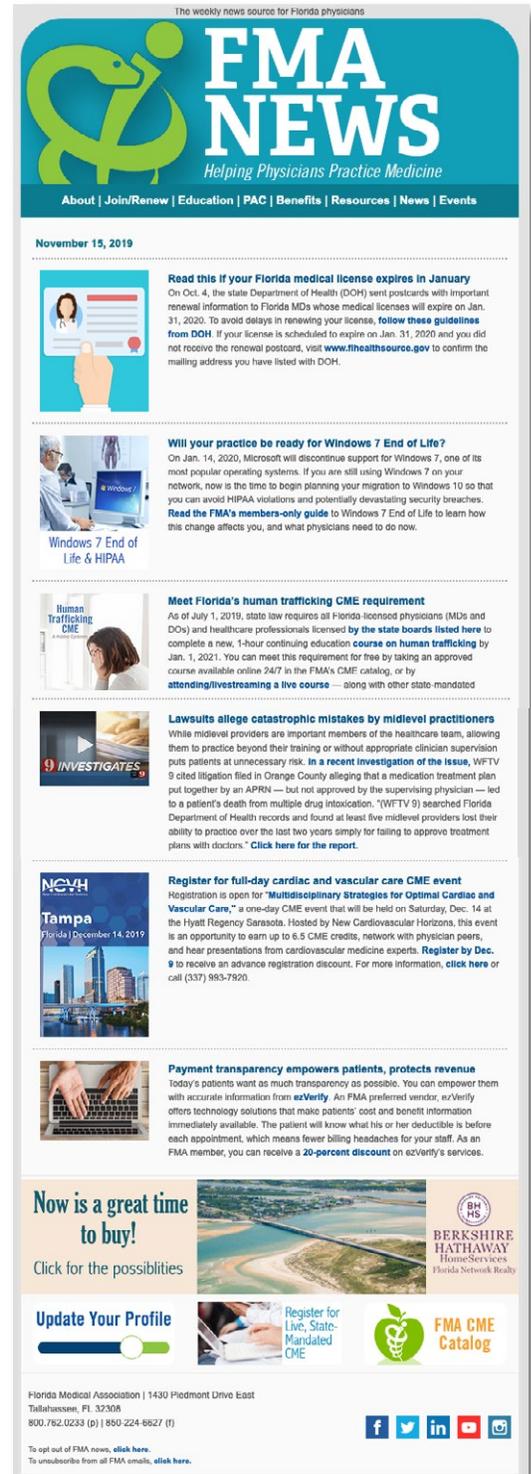
FLMedical.org

Our award-winning online destination for Florida physicians



FMA News

The weekly source for news and updates of interest to Florida licensed physicians, both FMA members and non-members



Florida Medical Magazine



About the Florida Medical Magazine

The Florida Medical Magazine is published to keep our physician members informed about the changing landscape of medicine and give them access to resources that make a difference in their day-to-day practice. Florida Medical Magazine's direct readers are the Florida Medical Association's physician members.

Florida Medical Magazine was named Best Photo Essay/Series in the Florida Magazine Association's 2019 Charlie Awards competition. Established in 1957, the Charlie Awards recognize achievements in Florida magazine publishing, writing, editing, design and photography.

Key Facts

- Regional Publication: Florida
- Primary Readership: FMA members (Florida-licensed physicians)
- Circulation for Print issue (+/- 11,500) + appr. 20,000 for Digital issue

ANNUAL REPORT ISSUE

SEPTEMBER, 2021

Space: July 9, 2021

Art: August 2, 2021

Published in both Print + Digital

Updated Feb 2021 - Subject to change

Rates

RATES

Page	Full Color
Full Page	\$2,280
Half Page	\$1,590
Spread (2 pg)	\$4,300
Advertorial Spread (2 pg)	\$5,000
Outside Back Cover	\$3,350
Inside Front Cover	\$3,100
Inside Back Cover	\$2,800
Page 3	\$3,150
Opposite Contents Page	\$2,775

SPECS

Page	Width	Height
Full Page (non-bleed)	7.25"	9.75"
Full Page Bleed:	8.625"	11.125"
Trim:	8.375"	10.875"
Live:	7.875"	10.46"
Half Page (Horizontal)	7.25"	4.75"
Half Page (Vertical)	3.5"	9.75"
Outside Back Cover	8.625"	7.625"

Creation Specs:

Crop Marks

Please make PDF/X-4, NO CROP MARKS, but with .125 bleed settings.

Acceptable File Formats

PDFs @ 300 dpi; illustrator files with all fonts outlined; photoshop files, 300 dpi, fonts rasterized. For all files, convert all colors to CMYK. Orders requiring typesetting or design will be billed at \$100/hr (\$100 minimum charge).

Color Requirements

All artwork must be process color (CMYK). No spot (PMS) colors.

Discounts

Available on multi-advertising and/or sponsorship contracts and for returning advertisers

For more details, contact Cortney Jones at 800.762.0233 or CJones@FLmedical.org.

Please Note

Rates are net and subject to change without notice. All advertisements are subject to approval by the FMA.

Advertorial Spread Options:

Provide content in a word or text format, about 500-600 words, and a high resolution photo/s.

All photos or graphics must be of professional digital quality for print reproduction. The FMA reserves the right to reject poor quality photos and substitute a stock photo instead. Final Size: Minimum 2.75" wide by 3.25" deep Resolution: 300 dots per inch (dpi) at 100% size

Digital Magazine Ad Options:

Our digital magazine, distributed via email, flmedical.org and from fmamag.com, affords advertisers increased opportunities for physician engagement through the following:

HTML5/Interactive

Cost: Base Ad Price + Additional \$1,000*

Please provide us the complete HTML5, CSS, and Javascript/ JQuery (if needed) for your interactive ad.

**Fee covers hosting and embedding the HTML. If files require editing, the pricing will be quoted based upon the specific work needed.*

Hot Spots and Graphic/Social Share Elements

Cost: Base Ad Price + Additional \$200

Advertisers may include hot spots, clickable info graphics, social medial icons and whitepapers within the advertising.

Specs: Please specify what elements should be linked and to what URL on the insertion order.

Embedded Video

Cost: Base Ad Price + Additional \$500*

Advertisers may also include video within advertising.

Specs: Submit highest quality video available at H.264 compression (mp4). Videos should be sized a minimum of 720x400, but larger is preferable.

Go to uberflip.com to see examples from our Sept 2019 edition of both interactive elements now available to advertisers in our digital magazine editions.

**Fee covers hosting and embedding finished video. If video files require editing, the pricing will be quoted based upon the specific video and work needed.*



Quitting tobacco helps your patients improve their overall health.

Let's team up to help them quit.

Learn more at tobaccofreeflorida.com/healthcare.

February 12, 2021

Your COVID-19 vaccine update: more doses, new locations

- Eligible Florida residents* **can pre-register** to receive the COVID-19 vaccine via MyVaccineFL.Gov.
- AdventHealth and Orange County are providing COVID-19 vaccines to healthcare workers with direct patient contact, *regardless of health system affiliation*. **Sign up to be notified** when more appointments become available. Orange County residents can call (877) VIRUSHQ (877-847-8747) for more information.
- Find a COVID-19 vaccine site near you with the state Department of Health's vaccine locator.
- The state of Florida is receiving an additional 65,300 doses of the Moderna COVID-19 vaccine that will be administered at hundreds of locations across Florida. Eligible Floridians can receive the vaccines for free beginning this week. [Read the full update for details](#).

**Frontline healthcare personnel, long-term care facility residents and staff, seniors ages 65 years old and above, persons deemed extremely vulnerable to COVID-19 by hospital providers*

Kelli Tice Wells, MD, on health equity and meeting patients where they are



As Senior Medical Director, Medical Affairs for Florida Blue, FMA member Kelli Tice Wells, MD, serves as clinical lead for the health insurer's medical operations work in the areas of virtual health, social determinants of health, opioid overdose response, and corporate social responsibility. On this week's [Medicine Curated podcast](#), Dr. Wells talks about her work in the health equity space and how her public health background informs what she does today. She also explains what physicians can do to reassure their patients who have concerns about receiving COVID-19 vaccinations. "Folks trust their doctors," [Dr. Wells said](#). "They're going to a physician with whom they have a relationship to get guidance. It is important that we be in a position to answer those questions for them."

Payment transparency empowers patients, protects revenue



Today's patients want as much transparency as possible. You can empower them with accurate information from [ezVerify](#). An FMA preferred vendor, ezVerify offers technology solutions that make patients' cost and benefit information immediately available. The patient will know what his or her deductible is before each appointment, which means fewer billing headaches for your staff. As an FMA member, you can receive a **20-percent discount** on ezVerify's services.

COVID-19 & HIPAA Law: What you need to know



HIPAA compliance is often at the bottom of a practice's priority list. Yet, with the increase in HIPAA complaints and rise in enforcement activity in 2020, HIPAA should be a top priority for your practice in 2021. [Watch the replay](#) of a recent webinar presented by [FMA preferred vendor Abyde](#) covering COVID-19 related updates on HIPAA waivers, high-level HIPAA education and [real-world examples](#) of audit letters, fines, and stats on HIPAA enforcement. [Visit Abyde to learn more](#) about its services and exclusive subscription pricing for FMA members, or email info@abyde.com.

Staying well in 2021



Check out the [new Moment of Wellness essay](#) by FMA member and physician coach Amaryllis Sánchez Wohlever, MD, for reminders of ways to stay healthy and find joy throughout the year.

 **FMA** **Medicine, Curated**
All-New FMA Weekly Podcast 

[Renew Today](#) [Update Your Profile](#) 

Leaderboard

Sponsored Content

Footer

Examples for illustration purposes only.

Advertising in FMA News Email Newsletter

The updated FMA News is the premier source for medical news, relevant information and helpful resources of interest to Florida physicians.

ABOUT FMA NEWS

Primary Readership

Florida-licensed physicians

- 2x month to **ALL Florida licensed physicians** with email addresses **including** members (approx. 60,000+)
- 2x month to **just FMA members** (approx. 16,000+)

Frequency

Weekly via email *(Subject to change)*

Rates/Performance

Open rates are appr. **26%**, click rate is appr. **7.4%** Rates are net and subject to change without notice.

Deadlines

Ad materials must be received one week prior to publication. Advertising space sold on first-come, first-served basis.

Ad Specifications

- 72 dpi GIF, animated GIF*, JPEG, or PNG (*limit 3 loops)
- No Flash please
- 125kb max file size for ads
- All artwork must be RGB

Cost Estimation Per Edition for FMA News Ads

FMA News **Member** Edition:

We send FMA News each week to 16,000+ FMA physician members

(This edition is approx. 16,000 CPM total reach)*

- Leaderboard Ad = **\$600** per ad
- Sponsored Content at = **\$1,125** per sponsored content
- Footer Ad = **\$375** per ad

FMA News **ALL PHYSICIANS** Edition:

We send to appr. 60,000+ physicians including our members.

*(This edition is approx. 71,000 CPM total reach)**

- Leaderboard Ad = **\$2,200** per leaderboard ad
- Sponsored Content = **\$4,125** per sponsored content
- Footer Ad = **\$1,375** per footer ad

**CPM based on 15,000 and 55,000 physicians*

Discounts

Available on multi-advertising and/or sponsorship contracts and for returning advertisers

Ad Options	Sizes	Cost
Display Ad—Leaderboard	650w x 150h	CPM \$40 <i>(per unit delivered)</i>
Sponsored Content (<i>Advertorial</i>)	approx. 65 words	CPM \$75 <i>(per unit delivered)</i>
Display Ad—Footer	650w x 150h	CPM \$25 <i>(per unit delivered)</i>

Orders requiring typesetting, design, or resizing will be billed at \$100/hr (\$100 minimum charge).



Life's too short to practice medicine just anywhere.
An inviting career opportunity awaits you
on the west central Gulf coast of Florida.



Leaderboard
ad

JOIN / RENEW LOGIN PROTECT YOUR PROFESSION STAY EDUCATED SAVE MONEY



Join Now

Renew Now

CME Requirements for Relicensure

The Florida Department of Health in conjunction with the Board of Medicine and the Board of Osteopathic Medicine sets the CME requirements for physician licensure in Florida. Each Board specifies a certain number of hours, including a few mandatory topics, that must be completed within each two year license term. Half of Florida allopathic (MD) licenses expire January 31st of every even-numbered year and the other half expire January 31st of every odd-numbered year. All osteopathic (DO) licenses expire March 31st of every even numbered year. Visit www.FLhealthSource.gov to verify a Florida license or confirm a licensure expiration date.

MD CME Requirements

DO CME Requirements

FMA MD License Renewal Guide

Required Content & Definitions for Mandatory Courses

Stay Educated

- CME
- Leadership Academy
- Resources
- Publications
- Foundation



Inline
ad



Join Now / Renew Now

Protect your Profession

- Payment Advocacy
- State Advocacy
- Federal Advocacy
- FMA PAC

Stay Educated

- CME
- Leadership Academy
- Resources
- Publications
- Foundation

Save Money

- Benefits
- Career Center
- Preferred Vendors



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Rates

Display Ad	Dimensions	Cost	Details	Deadline
<u>Leaderboard</u>	970w x 90h	\$1,200 per month	Mostly run-of-site Inside pages	One week lead time
Frequency Discount: 3 month rate = \$900 per month; 6 month rate = \$750 per month; 9 month rate = \$600 per month; 12 month rate = \$500 per month				
<u>Inline Inside Pages Ad</u>	250w x 300h	\$700 per month	Inside secondary pages	One week lead time
Frequency Discount: 3 month rate = \$600 per month; 6 month rate = \$500 per month; 9 month rate = \$400 per month; 12 month rate = \$250 per month				

FMA 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 Edition
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

Web Ads

(Include url for click-through)

Leaderboard 970w x 90h _____
Interior Ad 300w x 250w _____

Insertion Dates

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

MAGAZINE ADVERTISING SPECS

Year(s): _____

Print Issue: **September**

Size(s): Spread (2pg) Full Page 1/2 H 1/2 V

Format Provided: PDF EPS TIFF

Premium Placement Request: _____

PAYMENT INFORMATION

Check MC VISA AMEX Invoice Me

Card #: _____

Expires: _____ Security Code: _____

Name on Card: _____

Signature: _____



1430 Piedmont Dr Ex I Tallahassee, FL 32312
800.762-0233 | FLMedical.org