MARKETING TO PHYSICIANS
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Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org
## 2020 Promotional Planning Calendar

### 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Print / Digital / Events</th>
<th>Materials Due:</th>
</tr>
</thead>
</table>
| Jan   | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members  
       • FMA Winter Board of Governors Meeting *(Jan 17-19, 2020)* Hilton, Orlando | • FMA News: due the week before it runs  
       • Magazine Ads Space Due: February 24, 2020 |
| Feb   | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members | • FMA News: due the week before it runs  
       • Magazine Ads Art Due: March 2, 2020 |
| March | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members | • FMA News: due the week before it runs  
       • Sponsorships for Board of Governors Meeting due April 2020 |
| April | • Florida Medical Magazine Spring Issue  
       • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members | • FMA News: due the week before it runs  
       • Sponsorships for Board of Governors Meeting due April 2020 |
| May   | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members  
       • FMA Spring Board of Governors Meeting *(May 7-10, 2020)* Grand Hyatt Tampa Bay | • FMA News: due the week before it runs  
       • Magazine Ads Art Due: March 2, 2020 |
| June  | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members | • FMA News: due the week before it runs  
       • Sponsorships for Board of Governors Meeting due April 2020 |
| July  | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members | • FMA News: due the week before it runs  
       • Annual Meeting Sponsorships due July 1, 2020  
       • Magazine Ads Space Due: July 10, 2020 |
| Aug   | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members  
       • 2020 Annual Meeting & Board of Governors *(July 31-August 2, 2020)* Hilton, Orlando | • FMA News: due the week before it runs  
       • Magazine Ads Art Due: August 3, 2020 |
| Sept  | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members  
       • Florida Medical Magazine Fall/Annual Report Issue | • FMA News: due the week before it runs  
       • Sponsorships for Insurance Summit due Oct 2020 |
| Oct   | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members | • FMA News: due the week before it runs |
| Nov   | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members  
       • FMA Insurance Summit 2020 *(TBD)* | • FMA News: due the week before it runs |
| Dec   | • FMA News Week 1 & 3 Members/Prospects  
       • FMA News Week 2 & 4 Members | • FMA News: due the week before it runs |
FMA Membership By The Numbers

Membership by Region:

- Southeast: 6,660
- Greater Tampa Bay: 3,252
- Central East: 3,169
- Southwest: 2,247
- North Central: 2,160
- Northeast: 1,784
- Panhandle: 1,505
- Out of State: 5,161
- Total: 25,938

by Age:

- <30
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

by Gender:

- Male: 71.16%
- Female: 28.84%

25,000+ Members

Average Physician Compensation in the Southeast U.S.

- Male: 309K
- Female: 71.16%

by Specialty

- Internal Medicine: 12.76%
- Family Practice: 9.19%
- Pediatrician: 6.17%
- Anesthesiologist: 5.97%
- Radiologist: 5.97%
- General Surgery: 5.6%
- Cardiologists: 5.55%

*Top 7 specialties


Updated data 3/18/19
Our Mediums

Florida Medical Magazine

Our award-winning magazine

FMA News

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

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

Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org
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.

In 2012, Florida Medical Magazine received awards from the Florida Magazine Association in four categories: Best Cover, Best In-Depth Reporting, Best Department and Best Overall Writing.

Key Facts

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

SPRING ISSUE
APRIL, 2020
Space: February 24, 2020
Art: March 2, 2020
Published in both Print + Digital editions

ANNUAL REPORT ISSUE
SEPTEMBER, 2020
Space: July 10, 2020
Art: August 3, 2020
Published in both Print + Digital editions

Updated Nov 2019 - Subject to change
Rates

### Page Full Color

<table>
<thead>
<tr>
<th>Page</th>
<th>Full Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,280</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,590</td>
</tr>
<tr>
<td>Spread (2 pg)</td>
<td>$4,300</td>
</tr>
<tr>
<td>Advertorial Spread (2 pg)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,350</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,100</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,800</td>
</tr>
<tr>
<td>Page 3</td>
<td>$3,150</td>
</tr>
<tr>
<td>Opposite Contents Page</td>
<td>$2,775</td>
</tr>
</tbody>
</table>

### 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](http://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.

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**RATES**

**SPECs**

**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.

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

Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org

Examples for illustration purposes only.
FMA News

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 (approx. 55,000+)
• 4x month to FMA members (approx. 16,000+)

Frequency
Weekly via email (Subject to change)

Rates/Performance
Contact Cortney Jones at 800-762-0233 or CJones@FLmedical.org for performance indicators such as distribution, open rates and click-through rates. 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.
• 125kb max file size for email ads.
• All artwork must be RGB.

Cost Estimation Per Edition for FMA News Ads
FMA News Standard Edition:
We send FMA News each week to 16,000+ FMA physician members but we only charge for the 15,000 CPM.
• Leaderboard Ad at $40 CPM
  » $40 x 15 (15,000) = $600 per leaderboard ad
• Sponsored Content at $75 CPM
  » $75 X 15 (15,000) = $1,125 per sponsored content ad
• Footer Ad at $25 CPM
  » $25 X 15 (15,000) = $375 per footer ad

FMA News First & Third Edition of each Month:
We send to appr. 55,000+ prospective physician members as well to our 16,000+ physician members.
This edition would be approx. 71,000 CPM total reach but we charge for only 55,000 CPM
• Leaderboard Ad at $40 CPM
  » $40 x 55 (55,000) = $2,200 per leaderboard ad
• Sponsored Content at $75 CPM
  » $75 X 55 (55,000) = $4,125 per sponsored content ad
• Footer Ad at $25 CPM
  » $25 X 55 (55,000) = $1,375 per footer ad

Ad Options

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Sizes</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ad–Leaderboard</td>
<td>650w x 150h</td>
<td>CPM $40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(per unit delivered)</td>
</tr>
<tr>
<td>Sponsored Content (Advertorial)</td>
<td>approx. 65 words + logo</td>
<td>CPM $75</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(per unit delivered)</td>
</tr>
<tr>
<td>Display Ad–Footer</td>
<td>650w x 150h</td>
<td>CPM $25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(per unit delivered)</td>
</tr>
</tbody>
</table>

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

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

Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org
About FLMedical.org

Primary Readership
Florida-licensed physicians who are FMA members

Frequency
Ads generally sold by the month

Performance & Sales
Contact Cortney Jones at 800-762-0233 or CJones@FLmedical.org for current advertising pricing and performance indicators such as current pageviews, unique visitors and click rates. Rates are net and subject to change without notice. All advertisements are subject to approval by the FMA.

Format
- File types accepted: GIF, JPEG, or PNG
- Color: all artwork must be RGB
- Resolution: 72 dpi
- Maximum file size: 64k
- Looping limits for animated GIFs: 3 loops
- Animation limits: 10 seconds

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

<table>
<thead>
<tr>
<th>Display Ad</th>
<th>Dimensions</th>
<th>Cost</th>
<th>Details</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>970w x 90h</td>
<td>$1,200 per month</td>
<td>Mostly run-of-site</td>
<td>One week lead time</td>
</tr>
<tr>
<td>Frequency Discount:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 month rate</td>
<td>$300 per month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 month rate</td>
<td>$750 per month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 month rate</td>
<td>$600 per month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 month rate</td>
<td>$500 per month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Square Homepage Ad</td>
<td>300w x 250h</td>
<td>$950 per month</td>
<td>Home Page Only</td>
<td>One week lead time</td>
</tr>
<tr>
<td>Frequency Discount:</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3 month rate</td>
<td>$700 per month</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6 month rate</td>
<td>$600 per month</td>
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<tr>
<td>9 month rate</td>
<td>$500 per month</td>
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<td></td>
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<tr>
<td>12 month rate</td>
<td>$400 per month</td>
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<tr>
<td>Square Inside Pages Ad</td>
<td>250w x 300h</td>
<td>$700 per month</td>
<td>Inside secondary pages</td>
<td>One week lead time</td>
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<tr>
<td>Frequency Discount:</td>
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</tr>
<tr>
<td>3 month rate</td>
<td>$600 per month</td>
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<tr>
<td>9 month rate</td>
<td>$400 per month</td>
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<tr>
<td>12 month rate</td>
<td>$250 per month</td>
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</tbody>
</table>

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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
Leaderboard 650w x 150h  □
Sponsored Content  □
Footer 650w x 150h  □

Insertion Dates:

Web Ads
(Include url for click-through)
Leaderboard 970w x 90h  □
Square home page ad 300w x 250w  □
Square inside page ad 250w x 300w  □

Insertion Dates:

MAGAZINE ADVERTISING SPECS

Year(s): ____________________________
Print Issue: September
Size(s): □ Spread (2pg)  □ Full Page  □ 1/2 H  □ 1/2 V
Print Issue: April
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: ____________________________

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

Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org