MARKETING TO PHYSICIANS
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<td>Rates</td>
<td>10</td>
</tr>
</tbody>
</table>

Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org
# 2021 Promotional Planning Calendar

**2021 Print / Digital / Events**

<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 News: due the week before it runs |
| Feb   | FMA News Week 1 & 3 Members/Prospects  
     | FMA News Week 2 & 4 Members | FMA News: due the week before it runs |
| March | FMA News Week 1 & 3 Members/Prospects  
     | FMA News Week 2 & 4 Members | FMA News: due the week before it runs |
| April | 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 2021 |
| May   | FMA News Week 1 & 3 Members/Prospects  
     | FMA News Week 2 & 4 Members | FMA News: due the week before it runs |
| June  | FMA News Week 1 & 3 Members/Prospects  
     | FMA News Week 2 & 4 Members | FMA News: due the week before it runs |
| 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, 2021  
     | Magazine Ads Space Due: July 9, 2021 |
| Aug   | FMA News Week 1 & 3 Members/Prospects  
     | FMA News Week 2 & 4 Members  
     | 2021 Annual Meeting & Board of Governors (July 31-August 2, 2021) Hilton, Orlando | FMA News: due the week before it runs  
     | Magazine Ads Art Due: Art: August 2, 2021 |
| 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 |
| Oct   | FMA News Week 1 & 3 Members/Prospects  
     | FMA News Week 2 & 4 Members | FMA News: due the week before it runs  
     | Sponsorships for Insurance Summit due Oct 2021 |
| Nov   | FMA News Week 1 & 3 Members/Prospects  
     | FMA News Week 2 & 4 Members  
     | FMA Insurance Summit 2021 (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:

- 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

How Much do Physicians Earn Overall?

- PCPs: $237K
- Specialists: $341K

by Age:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;30</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>30-39</td>
<td>25%</td>
<td>35%</td>
</tr>
<tr>
<td>40-49</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>50-59</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>60-69</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>70+</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

by Gender:

- Male: 69.24%
- Female: 30.76%

Updated data 2/12/21
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

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
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

Contact Cortney Jones at 800.762.0233 or email CJones@FLmedical.org
Rates

<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 media 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.

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.

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Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org
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 MyVacinesFL.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) 885-2024 (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 vaccine for free beginning this week. Read the full update for details.

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

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

As Senior Medical Director, Medical Affairs for Florida Blue, Dr. Wells serves as clinical lead for the health insurer’s medical operations work in the areas of virtual health, social determinants of health, quilp response, and corporate social responsibility. On this week’s Medicine Cured 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 measure their patients who have concerns about receiving COVID-19 vaccinations. “Patients trust their doctors,” Dr. Wells said. “They’re going to a physician with whom they have a relationship to get guidance. It’s 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 enVerity. An FMA-preferred vendor, enVerity offers technology solutions that make patients’ costs and benefit information immediately available. The patient will know what their 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 enVerity’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 Abydos covering COVID-19 related updates on HIPAA enforcers, high-level HIPAA education and real-world examples of audits, fines, and data on HIPAA enforcement. Visit Abydos to learn more about its services and exclusive subscription pricing for FMA members, or email info@abydos.com.

Staying well in 2021

Check out the new Moment of Wellness essay by FMA member and physician coach Amalyn Sánchez Wehaver, MD, for reminders of ways to stay healthy and find joy throughout the year.
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

<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 (per unit delivered)</td>
</tr>
<tr>
<td>Sponsored Content (Advertorial)</td>
<td>approx. 65 words</td>
<td>CPM $75 (per unit delivered)</td>
</tr>
<tr>
<td>Display Ad–Footer</td>
<td>650w x 150h</td>
<td>CPM $25 (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).

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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’s licensees (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 license expiration date.

MD CME Requirements
DO CME Requirements
FMA MD License Renewal Guide
Required Content & Definitions for Mandatory Courses

Display Ad | Dimensions | Cost | Details | Deadline
---|---|---|---|---
Leaderboard | 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

Inline Inside Pages Ad | 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
## ADVERTISER INFORMATION — All advertisements are subject to approval by the FMA

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency Name:</td>
<td>Contact:</td>
</tr>
<tr>
<td>(if applicable)</td>
<td></td>
</tr>
<tr>
<td>Billing Address:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Fax:</td>
</tr>
<tr>
<td>Authorized Signature:</td>
<td>Date:</td>
</tr>
</tbody>
</table>

### Art Delivered Via: Disc Email

### TO ADVERTISE IN FMA NEWS E-NEWSLETTER:

#### Ad Specs

<table>
<thead>
<tr>
<th>Leaderboard 650w x 150h</th>
<th>All Physicians Edition</th>
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<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Footer 650w x 150h</td>
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</table>

#### Insertion Dates

### Web Ads (Include url for click-through)

<table>
<thead>
<tr>
<th>Leaderboard 970w x 90h</th>
<th>Interior Ad 300w x 250w</th>
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</thead>
</table>

#### Insertion Dates

### 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

<table>
<thead>
<tr>
<th>Card #:</th>
<th>Security Code:</th>
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<tbody>
<tr>
<td>Expires:</td>
<td>Name on Card:</td>
</tr>
<tr>
<td>Signature:</td>
<td></td>
</tr>
</tbody>
</table>

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