

Florida Doctor Magazine: Physician Advertising Solutions

Florida Doctor Magazine is the state's leader in digital physician publications with the largest focused demographic circulation in the state. Florida Doctor Magazine provides access to more than 60,000 physicians in the Sunshine State.

TRUSTED IN HEALTHCARE

Over the past two decades, Florida Doctor Magazine has become a trusted partner for doctors, physician trade associations and those who would like to connect with them.

INCREDIBLE REACH

Reach more than 60,000 Physicians and Dentists throughout Florida, the nation, and the globe.

POWERFUL PARTNERSHIPS

We have built partnerships with state physician associations and boards.



Table of Contents

2

Web Rates

3

Magazine Editions

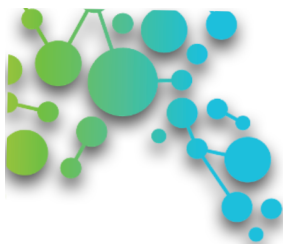
4

Links and Email campaigns

5

Content Marketing Rates

6

Featured Links
Targeted Email Campaigns

~90K
LICENSED PHYSICIANS
IN FLORIDA

>60,000+
SUBSCRIBERS

3
REGIONS

Web Rates

Website Banners

Hero Spot:

This premium space is available to one client per edition and sold on a first-come, first-served basis. It comes with an 800 x 320 pixel banner advertisement and a 219 character text box. Link websites, emails and phone numbers in your text or substitute an advertorial.

Anchor Spot:

This premium space is available to one client per edition and sold on a first-come, first-served basis. It comes with an 700 x 100 pixel banner advertisement with the opportunity to link directly to your website, email, or posting.

Sponsor Highlight:

Sponsor Highlights include 95 characters with a direct link to your website or event posting on FloridaDoctorMagazine.com. They are sorted by:

- Employment Opportunities
- Educational Offerings
- Events & Continuing Education
- Information You Can Use

Cost Per Month		
Featured Listing	Anchor Spot	Hero Spot
Customizable Tagline in Email Body	Display Spot Below Hero Spot	Display & Text Spot at Top of Email
Link to Website of Your Choice	Link to Website of Your Choice	Link to Website of Your Choice
No limit	Limit 1 Per Issue	Limit 1 Per Issue
\$1,000	\$1,500	\$2,500

Featured Links

Select sponsors can purchase weblinks on the Florida Doctor Magazine website. This is a great option for enterprise customers and practitioners who want to drive traffic to their own websites. Charged on an annual basis.

Number of Links	Cost Per Link
1	\$750
Each additional link	\$250



Magazine Editions

The mission of Florida Doctor Magazine is to improve the lives of physicians who practice in the state of Florida. The vision is to establish reader loyalty and engagement through print and digital media in order to foster a community of independent, innovative, leader physicians.

The Annual Print Edition is a high-quality, display-ready publication issued once a year for participating subscribers. Each Annual Edition contains important information pertaining to local and national physician issues referenced at physician trade organizations and annually and throughout the year.

Annual Print Editions are distributed via mail to all subscribers and a-la-cart orders. Extra issues may be purchased, with discounts offered for bulk purchases, which make excellent gifts and marketing collateral.

Ad Size	Frequency			
	1x	1-year (3x)	2-year (6x)	3-year (9x)
Cover*	\$9,200	N/A	N/A	N/A
Inside Cover	\$3,500	\$3,100	\$2,800	\$2,550
Back Cover	\$3,700	\$3,300	\$2,900	\$2,600
Inside Back Cover	\$2,850	\$2,600	\$2,400	\$2,200
2-page spread	\$3,800	\$3,400	\$3,000	\$2,700
Full-page	\$2,190	\$2,050	\$1,950	\$1,775
2/3 page	NA	\$1,850	\$1,650	\$1,450
1/2 page	NA	\$1,325	\$1,225	\$1,050
1/3 page	NA	\$1,025	\$935	\$850
1/4 page	NA	\$875	\$750	\$650
4-page insert**	\$9,800	\$8,900	\$7,900	\$7,000

Financing options available

* Cover price includes 3-4 page cover story, in addition to the cover.

** 4-pg insert is a separate sole-sponsored independent editorial piece bound or inserted within the issue and includes a separate FL Doctor cover (Cover + 3 pages). Also includes 500 separately printed copies (Reprints) for advertisers' marketing purposes. Notes: Premium ads are available for 1x insertion. All other ad options are available for full-year (4 issues) minimum or multiple insertion options and include multi-year discounts. Frequency discounts are available.

***Premium placement spots are limited and available on a first-come, first-served basis.

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Each additional link	\$250

Targeted Email/Newsletter Campaigns

Send a dedicated email, targeted to doctors in your region. Promote your job postings, practice, brand, product, service, event, or initiative.

EXCLUSIVE AUDIENCE: Access our database of more than 100K doctors, including members of physician associations.

POWERFUL TARGETING: Select specialty, metropolitan regional, or statewide audience.

SHARE OF VOICE: Enjoy 100% share of voice for your brand.

Item	Cost
Email Blast Setup	\$2,500
Reprints	

Send Size*	Cost Per Email
<5k	\$1.00
Each additional email	\$0.75

“As seen in Florida Doctor Magazine.”

Content Marketing Rates

CONTENT FOCUS: Insights on policy, clinical, and business trends impacting the context of the three pillars of Better Practice, Better Care and Better Life®. Though leadership exchange, industry news and trends relative to care quality, financial management, and regulatory compliance.

EXCLUSIVE AUDIENCE: Access our database of more than 100K doctors, including members of physician associations.

POWERFUL TARGETING: Select specialty, metropolitan regional, or statewide audience.

SHARE OF VOICE: Enjoy 100% share of voice for your brand.

Item	Cost
Collaborative Webinar	\$20,500
Custom Webinar	\$18,500
X (Twitter) Chat	\$17,500
Linkedin Sponsor Post	\$2,500
Native Advertising Article	\$3,500
Editorial Event Coverage	\$2,500*

*Minimum to cover an event, subject to travel and related expenses.

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. We reserve 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, affords advertisers increased opportunities for physician engagement through the following:

HTML5/Interactive

- Cost: Base + \$1,000
 - Fee covers hosting and embedding the HTML. If files require editing, the pricing will be quoted based upon the specific work needed.
 - Provide the complete HTML5, CSS, and Javascript/JQuery (if needed) for your interactive ad.
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Hot Spots and Graphical/Social Share Elements

- Cost: Base + \$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.
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Embedded Video

- Cost: Base + \$500.
 - 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.
 - 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.
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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 .
- Specs: Submit highest quality video available at H.264 compression (mp4) . Videos should be sized a minimum of 720x400, but larger is preferable.