

Who Sees Your Ad?

Decision Makers and Buyers see your ad!

The *Florida Society News* – the official publication of the Florida Society ACOFP reaches **more than 2,000 osteopathic family physicians** throughout Florida on a bi-monthly basis.

- ◆ Our readers **make key decisions** about products, services, investments, personnel, and more.

Why is this publication so important?

- ◆ Family Physicians want information. Our coverage provides physicians with a single source for information that affects their practices.
- ◆ Our readers express commitment to the profession by joining the FSACFP. This publication is their primary means of communication.

The *Florida Society News* provides **comprehensive coverage - issue after issue.**

- ◆ Every issue furnishes news and information that parallel our members' interests, including analysis on industry and public policy trends.

**Relative cost of reaching a
Florida Osteopathic Family Physician —
as little as 10 cents per reader!
Our readers are ready to hear from you
TODAY!**

Advertising Rates & Mechanicals

Black & White	1 Time	4 Times	Width	Depth
Full page	\$420.00	\$357.00	7.7" x	10"
1/2 page horizontal	\$220.00	\$187.00	7.7" x	5"
1/4 page vertical	\$150.00	\$127.50	3.688" x	5"
1/8 page (business card)	\$100.00	\$ 85.00	3.688" x	2 1/5"

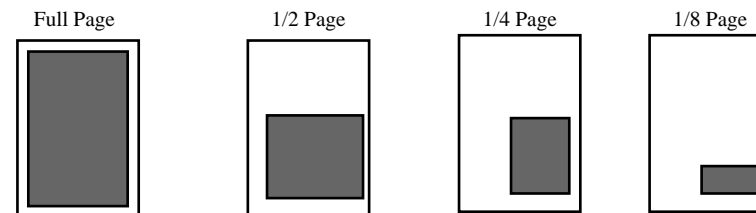
Cover Positions	1 Time	6 Times	Width	Depth
Inside Front Cover	\$455.00	\$386.75	7.7" x	10"
Inside Back Cover	\$440.00	\$374.00	7.7" x	10"

Spot Color: \$100 **Bleed:** Contact Publications Office for requirements.

Special Positions Guarantees: An extra 15% computed on applicable rate. Subject to approval from the editor prior to published closing date.

Frequency Discount: Frequency discounts based upon advance space contracts. Insertions must be complete during 12 consecutive months or short rate applied.

Production and Typesetting: *Submission of print-ready art is the responsibility of the advertiser.* Limited assistance may be provided to advertisers who need help with copy writing, layout and design of their ads. Costs will be estimated on a per job basis.



Printing: Offset on publication grade enamel.

Trim Size: 8 1/2" x 11"

Preferred Material: *All materials must be supplied in digital format for PC.* Please provide artwork on a zip disk or cd-rom as Illustrator 10 eps art with all fonts converted to outlines, or as a high-resolution (300 dpi) TIFF or PDF file. A printed proof of your art **must** accompany your disk.

Binding: Saddle-stitched.

**Submission of print-ready art is the responsibility of the advertiser.* Material from most recent insertion will be used if new material is not received by art deadline.

Closing Dates

Issue	Space Deadline	Art Deadline	Publication Date
Jan/Feb 09	December 5, 2008	December 5, 2008	January 9, 2009
Mar/April 09	February 5, 2009	February 5, 2009	March 10, 2009
May/June 09	April 6, 2009	April 6, 2009	May 11, 2009
July/Aug 09	June 5, 2009	June 5, 2009	July 10, 2009
Sept/Oct 09	August 14, 2009	August 14, 2009	September 14, 2009
Nov/Dec 09	October 5, 2009	October 9, 2009	November 10, 2009
Jan/Feb 10	December 7, 2009	December 7, 2009	January 11, 2010

Shipping Instructions

All camera-ready materials should be shipped to:

The Florida Society News
Advertising Department
2563 Capital Medical Boulevard
Tallahassee, Florida 32308

Or emailed to:

info@acofp-fl.org

Other Opportunities

Exhibitor and Sponsorship Opportunities: The FSACOFP Annual Meeting is being held next year on July 29-August 2, 2009, at the Omni Orlando Resort at ChampionsGate, Orlando, Florida. Numerous sponsorship, exhibiting and advertising opportunities are available. Please contact the FSACOFP, info@acofp-fl.org, for more information.

Membership Privileges: Special services are available to members of FSACOFP. For more information, contact the FSACOFP Membership Department at (850) 531- 8385.

The Florida Society News

Rate Card 2009

A bi-monthly publication of the
Florida Society ACOFP
2563 Capital Medical Boulevard
Tallahassee, Florida 32308
(850) 531-8385 • Fax (850) 531-8344