



FPMA FOOTPRINTS



THE LEADING VOICE FOR THE PODIATRIC PROFESSION IN THE STATE OF FLORIDA

FPMA Footprints is a biannual publication that is sent to all members of the Florida Podiatric Medical Association and 100% of Florida's podiatrists. It is the official publication of FPMA and is distributed in both print and digital formats.



FPMA is the **third largest** chapter of podiatrists in the U.S.

70%

of podiatrists practicing in Florida are **FPMA members**.

100%

of **all podiatrists in Florida** are reached through *FPMA Footprints*.



Florida's podiatrists generate **\$435 million** each year.

ASSOCIATE YOUR BUSINESS WITH ONE OF THE TOP PODIATRIST ASSOCIATIONS IN THE U.S.



FPMA FOOTPRINTS RATE STRUCTURE

Size	1x	2x
Outside Cover	\$2,400	\$2,100
Inside Front/Back Covers	\$2,200	\$2,000
Full Page	\$1,800	\$1,600
1/2 Page	\$1,100	\$950
1/4 Page	\$600	\$500
1/8 Page	\$400	\$350

All rates are for full-color advertisements.

The mission of FPMA is to promote **podiatric physicians** as the **preferred providers** of medicine and surgery of the foot, ankle and lower extremity in the state of Florida and elevate public knowledge of podiatric medicine and surgery at all levels throughout the state.

EDITORIAL CALENDAR

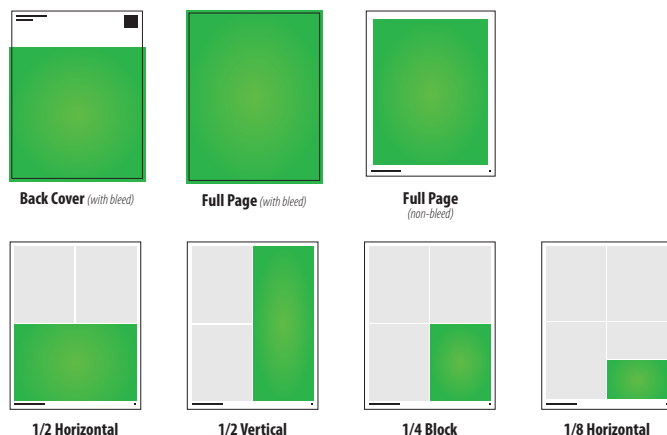
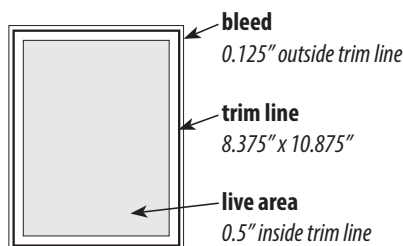
Ad Sales Close /Artwork Due	Delivered to Members
2/20/2018	April/May
5/21/2018	October/November

SPECIFICATIONS

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.3"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page Block	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"

* **Full-page ads are intended to bleed off the page** (see example)

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full-page cover and tab ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com.
Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *FPMA Footprints*.

PLEASE CONTACT

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