

FPMA FOOTPRINTS

The Official Publication of Florida Podiatric Medical Association



WHO ARE WE?

Florida Podiatric Medical Association is the leading voice for the Podiatric Profession in the State of Florida.

FPMA Footprints is a critical component of the FPMA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY FPMA?

- FPMA is the **largest** chapter of podiatrists in the U.S.
- Florida's podiatrists generate **\$435 million** each year.
- **70%** of podiatrists practicing in Florida are **FPMA members**.

NET ADVERTISING RATES

Print Edition Advertising	1x	2x
Premium Positions*	\$2,545	\$2,225
Full Page	\$1,910	\$1,700
1/2 Page	\$1,165	\$1,010
1/4 Page	\$635	\$535
1/8 Page	\$425	\$370
Digital Edition Advertising	1x	2x
Interstitial ad	\$875	N/A
Landing page	\$875	N/A

[CLICK HERE FOR AD EXAMPLES](#)

All rates are for full-color advertisements.

**Premium Positions include inside front cover, inside back cover, page 3 and back cover.*

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

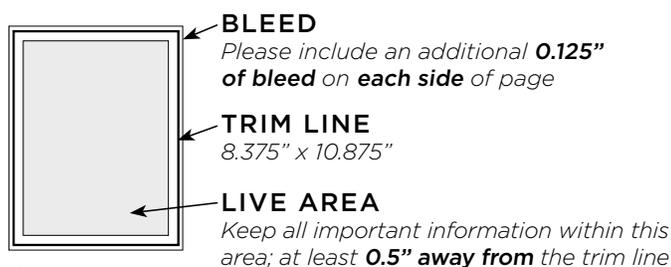
Issue Number	Artwork Due	Delivered to Members
Issue 1	3/15/2023	May 2023
Issue 2	9/8/2023	November 2023

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels

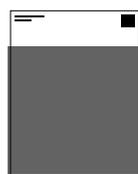
* Full-page ads are intended to bleed off the page [SEE DEMO](#)



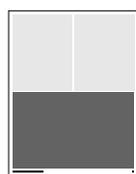
[SEE DEMO](#)



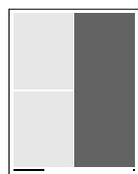
Full Page
(with bleed)



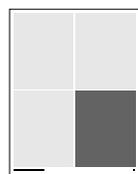
Back Cover
(with bleed,
magazine only)



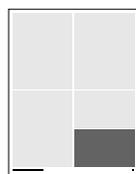
1/2 Horizontal



1/2 Vertical



1/4 Page



1/8 Page

ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.