



# 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. It is the official publication of FPMA and is distributed in both print and digital formats.



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

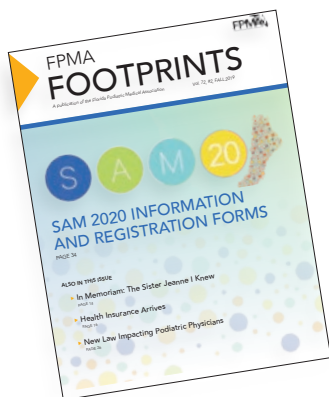
# 70%

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



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
Premium Position*	\$2,435	\$2,130
Full Page	\$1,830	\$1,625
1/2 Page	\$1,115	\$965
1/4 Page	\$610	\$510
1/8 Page	\$405	\$355
Digital	1x	2x
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400

*\*Premium Positions include inside-front cover, inside back cover, page 3 and back cover.  
All rates are for full-color advertisements.*

### PUBLISHER

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



www.innovativepublishing.com

### PLEASE CONTACT

Innovative Publishing  
844.423.7272 TOLL-FREE  
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advertise@innovativepublishing.com

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

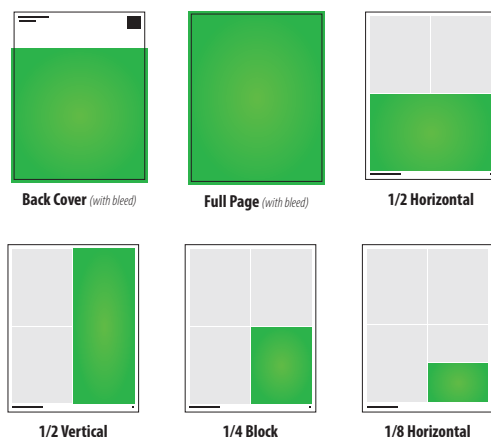
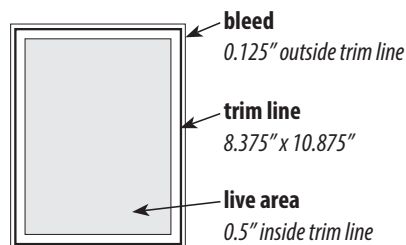
Ad Sales Close /Artwork Due	Delivered to Members
3/5/2021	May 2021
10/8/2021	December 2021

## SPECIFICATIONS

Page Size	8.375" x 10.875" (trim)
Full Page*	8.375" x 10.875"
Back Cover*	8.375" x 8.875"
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"
Digital	
Standard View Skyscraper	160p x 600p
Standard View Landing Page	603p x 783p

\* **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](mailto: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. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

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

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### Innovative Publishing

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[www.innovativepublishing.com](http://www.innovativepublishing.com)



Readers can access content using their desktop, tablet or mobile device

## LANDING PAGE:

**Available positions:** 1

**Rate:** \$400

**Specifications:** RGB color space, 603 pixels x 783 pixels for magazine

## E-SKYSCRAPER:

**Available positions:** 2

**Rate:** \$400

**Specifications:** Vertical orientation, RGB color space, 160 pixels x 600 pixels