



# FLORIDA OSTEOPATHIC MEDICAL ASSOCIATION

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# FOMA MEDIA KIT



WWW.FOMA.ORG  
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TALLAHASSEE, FL 32301

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FOMAPR@FOMA.ORG

# The FOMA Journal

FOMA  
MEDIA KIT  
2026

The FOMA Journal is the official publication of the Florida Osteopathic Medical Association, the third largest Osteopathic Association in the United States.

The Journal is published 3 times a year and is circulated to FOMA Members, including physicians, lifetime members, active/retired military members, public health members, and student members.

The Journal contains technical and nontechnical information of direct interest to the Osteopathic Profession. This includes information on health research, risk management, professional relations, and other health-related issues. The Journal has a circulation of over 4,200.

## **Publishing schedule and closing dates\*:**

- Spring (April)
- Summer/Fall (September)
- Winter (January)

*\*Dates are subject to change. Please work directly with a FOMA staff member to determine dates and deadlines.*

*FOMA prints 1 journal per year, typically our spring journal, while the rest are published digitally.*

*Cancellations for space reservations are not accepted after due dates. Advertisers canceling after cutoff dates will be billed for space ordered.*

**OPPORTUNITIES**  
**FOMA JOURNAL**

# FOMA Newswire + Online

FOMA  
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The FOMA Newswire is a weekly digital newsletter that goes out to FOMA members, including physicians, students, life members, active/retired military, and public health.

## Average Newswire Stats as of 5/7/26

3,615

Recipients

57%

Open Rate

6%

Unique  
User Clicks

[CLICK HERE](#) to view a sample Newswire.

## Social Media Followers as of 5/7/26

 @FloridaDOs Facebook 914

 @FloridaDOs X/Twitter 803

 @FloridaDOs Instagram 640

 @FloridaDOs LinkedIn 419

## Average Monthly Website Stats as of 5/7/26

7,982

Page & Screen  
Views

3,839

Unique  
Users

OPPORTUNITIES  
Newswire + Online

# Rates

## Journal Advertising Rates\*

FOMA  
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	<u>Non-Member</u>	<u>Member</u>
Full Page	\$1,500	\$750
½ Page	\$1,000	\$500
¼ Page	\$750	\$375

\*Additional charges may apply for typesetting/layout

\*Deduct 10% if exhibitor or sponsor at current year's convention/seminar

\*Add 15% rate for special positions. The inside cover and back cover (1/2 page ad) are both considered special positions.

**BILLING INFORMATION:** All payments are due within 15 days of the date of the invoice. Past-due invoices are subject to a 2% per month service charge.

### Ad Specifications

Full Page.....7 ½ x 10

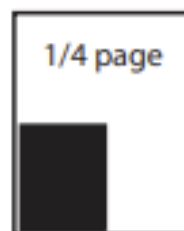
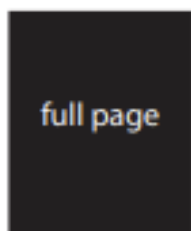
Full Page Trim Size / Full Bleed.....8 ½ x 11

Half Page

Horizontal.....7 ½ x 4 ⅞

Vertical.....3 ¾ x 10

Quarter Page.....3 ⅝ x 4 ⅞



OPPORTUNITIES

Rates

# Rates

## NewsWire + Online Rates

*NewsWire ad rates are sold by the month, meaning placement in every scheduled issue during chosen month.*

*Website sliders are also sold by the month.*

	<u>Non-Member</u>	<u>Member</u>
Header Banner Ad	\$1,050	\$750
Mid-Newsletter Banner	\$550	\$400
Footer Banner	\$250	\$175
Video	\$700	\$500
Mini Ad/Job Recruitment	\$150	No Fee
Exclusive Solo Email blast	\$1,750	\$1,250
Single Social Post	\$250	No Fee
Multi-Social Post	\$325	\$200
Website Blog	\$450	\$300
Website Sliders	\$850	\$650

*A single social post is one platform, one post.*

*A multi-social post is multiple platforms, one post.*

Personalized advertising packages are available upon request. Please reach out to a FOMA staff member for more information.

# Fine Print

FOMA  
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**JOURNAL:** The Journal's Editorial Committee reserves the right to reject any advertising considered to be objectionable as to wording, content, or appearance. The Journal's Editorial Committee also reserves the right to place the word "advertisement" on any ad. All advertisements are accepted and published upon the representation that the advertiser and agency, if one, is/are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and agency, if one, will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and/or copyright infringement. Publisher is not responsible for any errors. Any required modification of copy submitted as camera ready will be charged to the advertiser.

**PRODUCTION MATERIALS:** FOMA publications are direct-to-plate. Please furnish your ad as a PDF, PNG, or JPG file (high resolution/CMYK/flattened/embed all fonts). Only PC Digital Files are accepted by e-mail or drop-box. Please ask FOMA staff regarding other file types. If you use a MAC, please send your file as a PDF. Email to [fomapr@foma.org](mailto:fomapr@foma.org). Placement of the advertisement is at the sole discretion of FOMA unless a position is paid & contracted. Please email your ad to [fomapr@foma.org](mailto:fomapr@foma.org).

**DEADLINES:** All ad materials must be received by material deadline in approved format and resolution. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher. Late submissions are subject to rescheduling. Please work directly with FOMA staff for specific deadline dates and deadline adjustments as needed.

**PLACEMENT:** Placement cannot be guaranteed unless the position is a paid position.

**ISSUANCE:** The FOMA Journal is published 3x a year, with only one being printed and the rest digital. The FOMA Newswire is sent weekly.

**CONTENT STANDARDS:** FOMA reserves the right to review and approve all advertisements prior to publication. FOMA may reject or request modification of any ad that, in its judgment, is misleading, inappropriate, or inconsistent with FOMA's mission or policies. Acceptance of an ad does not constitute FOMA's endorsement of any product, service, or organization.

FINE PRINT

# Fine Print

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**CANCELLATIONS & REFUNDS:** Written cancellation requests must be submitted at least 10 weeks prior to running. Cancellations received after that deadline may be subject to a 50% cancellation fee. No refunds will be issued after publication or closing dates.

**LIABILITY:** Advertisers assume full responsibility for the content of their advertisements, including any claims or representations made. FOMA shall not be liable for errors beyond the cost of the ad space purchased. In the event of technical issues or publication delays, FOMA's liability shall not exceed the amount paid for the ad.

**BILLING INFORMATION:** All payments are due within 15 days of the date of the invoice. Past-due invoices are subject to a 2% per month service charge.

**SUBMISSION INSTRUCTIONS:** Please email your completed contract and all ad materials, including copy, images, links, etc. to [fomapr@foma.org](mailto:fomapr@foma.org) with the subject line "Newswire Advertising Submission - [Organization Name]"

## QUESTIONS?

### Contact

Kaylee Kelly, MPH

Director of Communications

FOMA

[fomapr@foma.org](mailto:fomapr@foma.org) | (850) 878-7364

**FINE PRINT**

# Advertising Contract

Advertiser/Client: (Please Print)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person/Authorization \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address: \_\_\_\_\_

## Space Ordered:

- Full Page
- 1/2 Page horizontal
- 1/2 Page vertical
- 1/4 Page

Comments: \_\_\_\_\_

\_\_\_\_\_

## The FOMA Journal

Address All Orders & Correspondence to:  
The Journal

The Florida Osteopathic Medical Association  
2544 Blairstone Pines Drive, Tallahassee, Florida 32301  
(850) 878-7364 fax: (850) 942-7538

\*\* Email artwork files to: [fomapr@foma.org](mailto:fomapr@foma.org)

## Edition:

- Winter
- Summer/Fall
- Spring

## Specifications:

- Black and white
  - 4 color process
- Other information:
- Ad(s) enclosed
  - Ad(s) sent by email
  - Ad(s) will follow
  - Preferred position wanted on page \_\_\_\_\_

## Cost:

Rate per ad \$ \_\_\_\_\_

# issues to run x \_\_\_\_\_

Special discounts/charges...  
(preferred position, etc.) (-) (+) \_\_\_\_\_

Total due = \_\_\_\_\_

Please submit payment with advertising contract

Payment Method: Check \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ American Express \_\_\_\_\_

Card Number: \_\_\_\_\_ V-code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

I hereby authorize the FOMA/Journal to run the ad(s) stated above in the desired issues. I have read the contents of this rate card and agree to abide by the conditions set forth therein.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Name/Title (print)

\_\_\_\_\_  
Date



# FLORIDA OSTEOPATHIC MEDICAL ASSOCIATION

*For the FOMA Newswire, Social Media, or the FOMA website  
advertising*

## Florida Osteopathic Medical Association (FOMA) Advertising Agreement

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This Advertising Agreement (“Agreement”) is entered into between the Florida Osteopathic Medical Association (“FOMA”) and the advertiser identified below (“Advertiser”). By signing this Agreement, Advertiser agrees to the following terms and conditions related to advertising placements in FOMA digital communications and media platforms.

### Advertiser Information

**Company Name:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### FOMA Membership Status:

- Member
- Non-Member

## Advertising Selections

**Newsletter Advertising – FOMA Member Newswire** (*rates are per month, meaning placement in every scheduled issue for the month*)

Ad Type	Quantity	Selected months for ad to run
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- Header Banner Ad
- Mid-Newsletter Banner
- Footer Banner
- Video
- Mini Ad/Job Recruitment
- Exclusive Solo Email blast

### Newsletter Advertising Terms

- Monthly placements include placement in all scheduled weekly newsletter editions distributed during the calendar month.
- Creative changes are limited to two (2) updates per month unless otherwise approved by FOMA.
- All newsletter advertisements are subject to approval by FOMA.
- All content must be finalized before sending to the FOMA to insert ad.

## Social Media Advertising

Ad Type	Quantity	Selected date(s) for ad to run	Selected platform(s) (put all if all platforms)
<input type="checkbox"/> Single Social Post			
<input type="checkbox"/> Multi-Social Post			

### Social Media Advertising Terms

- Social media content is subject to FOMA approval.
- Advertiser must provide approved copy, graphics, videos, and links unless design services are separately requested.
- Posting dates are selected by the advertiser and posting times will be scheduled at FOMA's discretion, unless otherwise stated by the FOMA and the advertiser.

## Website Advertising

Ad Type	Quantity	Selected date for blog/months for slider for ad to run
<input type="checkbox"/> Website Blog		
<input type="checkbox"/> Website Sliders ( <i>rate is per month</i> )		

### Website Advertising Terms

- Content is subject to FOMA approval.
- Advertiser must provide approved copy, graphics, videos, and links unless design services are separately requested.