



Florida Osteopathic Medical Association (FOMA) Newswire Advertising Agreement

Thank you for your interest in advertising in the FOMA Newswire, our official digital member newsletter reaching osteopathic physicians, students and healthcare leaders throughout Florida. ***The Newswire is emailed every Thursday to FOMA members.***

Questions? Call (850) 878 – 7364 or email fomapr@foma.org.

This Advertising Agreement (“Agreement”) is made between:

Advertiser/Organization: _____

Contact Name: _____

Contact Address: _____

Contact Email: _____

Contact Phone: _____

Contact Fax: _____

and the

Florida Osteopathic Medical Association (FOMA)

Address: 2544 Blainstone Pines Drive, Tallahassee, FL 32301

Email: fomapr@foma.org | **Phone:** 850-878-7364

1. Advertising Details

Publication: FOMA Newswire (digital newsletter)

Instructions for Selecting and Submitting Digital Ad Options

When selecting from the table below:

- Choose **one or more ad types** that best fit your marketing goals.
- Review the **recommended image sizes** to ensure your ad displays properly in Constant Contact.

- Provide all **images, text, and links** in final form — FOMA does not design or edit submitted advertisements.
- Ensure files meet these specs:
 - **File Size:** Under 1 MB per image
 - **Format:** JPG or PNG preferred (PDF for documents)
 - **Clickable URLs:** Include any link(s) or documents you'd like in your ad
- If your ad includes multiple components (e.g., logo + headline + text), please **submit a mockup or placement reference**.
- FOMA reserves the right to review and approve all ads before publication to ensure alignment with our mission and brand guidelines.

Please review the ad choices on the table on the next page and check which ad options you would like:

Please put a check mark next to chosen ad type and write the requested issue quantity:	Ad Type	Description	Recommended Image Size (Constant Contact)	File Format	Rate (per issue)	Ideal for (but not limited to)
	Header Banner Ad (Premium Placement)	Top of newsletter – most visible position.	600–650 px wide × 150–200 px high	JPG or PNG	\$800	Major announcements, brand awareness, conference promotion
	Mid-Newsletter Banner	Placed between articles for high visibility in the reader flow.	600 px wide × 150 px high	JPG or PNG	\$530	Service promotions, membership campaigns, new products
	Footer Banner Ad	Bottom of newsletter; reinforces brand presence and links.	600 px wide × 100–150 px high	JPG or PNG	\$350	General awareness, contact info, follow-up message
	Sponsored Content / Article	Advertorial piece (Optional: labeled “Sponsored”) with image and link.	Image: 600 px wide; Text: up to 400 words	JPG, PNG, Word, or PDF	\$795	Thought leadership, education, or brand storytelling
	Product or Service Spotlight	Small image and brief product/service description.	300–400 px wide	JPG or PNG	\$300	New launches, service introductions
	Video / Embedded Media Ad	Clickable video thumbnail linking to hosted platform.	600 px wide × 338 px high (16:9 ratio)	JPG or PNG thumbnail + URL	\$500	Education, demonstrations
	Mini-ad/Job recruitment listing	Text-only listing (optional small image/logo). FOMA chooses where ad is placed in Newswire.	150 px × 150 px Text: up to 200 words	JPG or PNG	\$200 <i>*Complimentary to FOMA Members.</i>	Classifieds, job listing

Please list your chosen ad type with the preferred issue date. ****Please keep in mind that the Newswire is emailed every Thursday.***

If you are purchasing **multiple ads or placements**, please clearly indicate the **specific publication dates or weeks** you would like each ad to appear in the *FOMA Newswire*.

For each ad type selected, list the corresponding date(s) below:

Ad Type	Preferred Issue Date(s) (month, day, year):

2. Advertising Payment

The total payment amount due is \$ _____, for the placement of _____ ad type(s) scheduled to run on _____ (month/day/year) ***(list all ad types & dates selected).***

Payment Terms:

- Full payment is due prior to publication unless other terms are approved by FOMA in writing.
- Invoices not paid by the due date may result in ad removal or delay.
- Payment can be made by check or credit card payable to **Florida Osteopathic Medical Association.**

Payment method (circle one): Check / Mastercard / VISA / AMEX

Card: _____

Expiration Date: _____ **CVV:** _____

Name on card: _____

Billing address: _____

Signature: _____

3. Materials & Deadlines

- All ad materials must be received **10 business days** before publication.
- Ads must be provided in the approved format and resolution.
- Late submissions may be subject to rescheduling or additional fees.

4. 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.

5. Cancellations & Refunds

- Written cancellation requests must be submitted at least **10 business days** prior to the publication date.
- Cancellations received after that deadline may be subject to a 50% cancellation fee.
- No refunds will be issued after publication.

6. 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.

7. Submission Instructions

- Please email your completed contract and all ad materials, including copy, images, links, etc. to fomapr@foma.org with the subject line **“Newswire Advertising Submission – [Organization Name]”**

8. Agreement

By signing below, both parties agree to the terms outlined in this Agreement.

Advertiser Signature: _____ Date: _____

Name & Title: _____

FOMA Representative Signature: _____ Date: _____

Name & Title: _____