

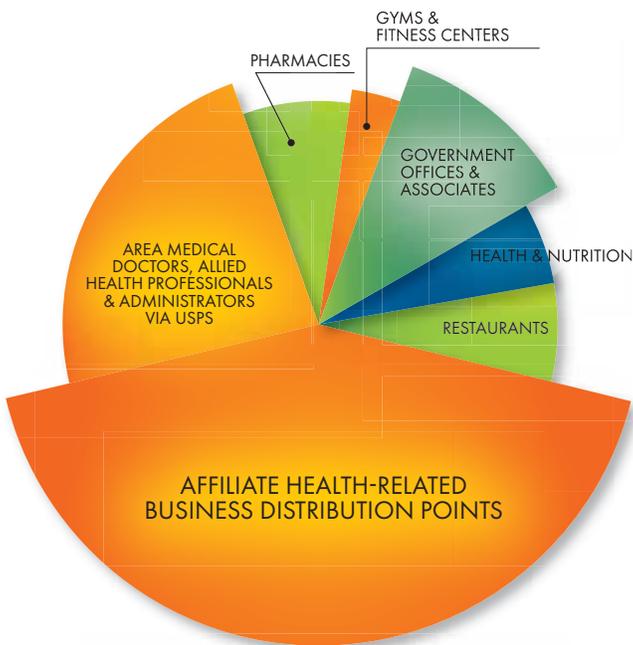
CENTRAL FLORIDA
physiciansdirectory
 & MEDICAL PROFESSIONALS GUIDE

ABOUT THE PHYSICIANS DIRECTORY

As the region’s annual directory of all area physicians and many specialized medical professionals, the *Central Florida Physicians Directory & Medical Professionals Guide* is the go-to source for all medical referrals. The directory offers a free white page listing in the directory for medical doctors, doctors of osteopathic medicine, specialists, dentists, audiologists, chiropractors, psychologists, and other medical professionals.

READERSHIP & DISTRIBUTION AT A GLANCE

- **Endorsed by the area’s medical association**
- **Over 37,000 readers**
- **Readership includes direct-mail subscription to the area’s approximate 4,300+ physicians, advance-degree medical providers, and medical administrators**
- **Over 1,700 distribution locations in the medical community and high-traffic pharmacies, including Publix, Walgreens, and CVS**
- **Delivered in Polk, Highlands, Hardee, East Hillsborough, and West Osceola counties making this targeted niche health care consumer publication the widest reach publication of its kind in the region**



BENEFITS AT A GLANCE

- Used year-round, again and again by members of the medical industry and consumers
- The area’s first resource for physician referrals
- Reaches more medical professionals than any other directory in the area
- The digital version of the directory also appears on www.CentralFloridaHealthNews.com
- United States Postal Service delivery to over 4,300 physicians, administration & higher degreed medical professionals and controlled circulation bulk delivery to over 1,700 medical services and health care providers in Polk, Highlands, Hardee, East Hillsborough and West Osceola counties

AD RESERVATION DEADLINE: Friday, Nov. 6th, 2020

PUBLISH DATE: Wednesday, Nov. 25th, 2020

Early Bird Reservation

Reserve your listing or ad space by October 30th, and receive an additional 2% discount on your ad space or enhanced listing. For more information about reserving an enhanced listing under more than one specialty, ask a CFMG consultant.





ALL COLORS MUST BE CMYK
PROCESS COLORS. NO PANTONES, PLEASE.

CENTRAL FLORIDA PHYSICIANS DIRECTORY ANNUAL PUBLICATION

AD SIZE & TERM	1X
Full Page	\$ 1,616.00
2/3 Page	\$ 1,545.00
Half Page.....	\$ 878.00
Quarter Page	\$ 515.00
Eighth Page	\$ 313.00

PREMIUM POSITIONS	1X
2nd Cover (2 & 3).....	\$ 2,418.00
Center Spread.....	\$ 2,177.00
Inside Back Cover..... <i>(Last two Inside Pages)</i>	\$ 1,955.00
Back Page	\$ 3,917.00
Center Spread..... <i>(Four Center Pages)</i>	\$ 3,418.00

COLOR /SPECIALTY RATES

- Full color and Art services included in this pricing
- Special Placement PLUS 15% FULL PAGES ONLY

DIMENSIONS

Facing Pages	15.25" x 10"
Full Page	7" x 10"
1/2 Vertical	3.5" x 10"
1/2 Horizontal	7" x 5"
1/4 Page	3.5" x 5"
1/8 Page	3.5" x 2.5"

BLEEDS

Facing Pages (Double Truck)	
Bleed	15.5" x 11"
Trim	15" x 10.5"
Image Area	14.5" x 10"

BASIC LISTING

Name, address & phone number **FREE**

LEVEL 3 Name, address, phone number, web address email, hospital privileges and listing on **www.CentralFloridaHealthNews.com** with an orange background **\$89.99**

LEVEL 2 Name, address, phone number, web address, email, hospital privileges and listing on **www.CentralFloridaHealthNews.com** AND photo of physician OR logo with an orange background **\$129.99**

LEVEL 1 Name, address, phone number, web address, email, hospital privileges, and listing on **www.CentralFloridaHealthNews.com** AND photo of physician AND logo with an orange background. **\$169.99**



FULL PAGE

Bleed	8" x 11"
Trim	7.5" x 10.5"
Image Area	7" x 10"

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