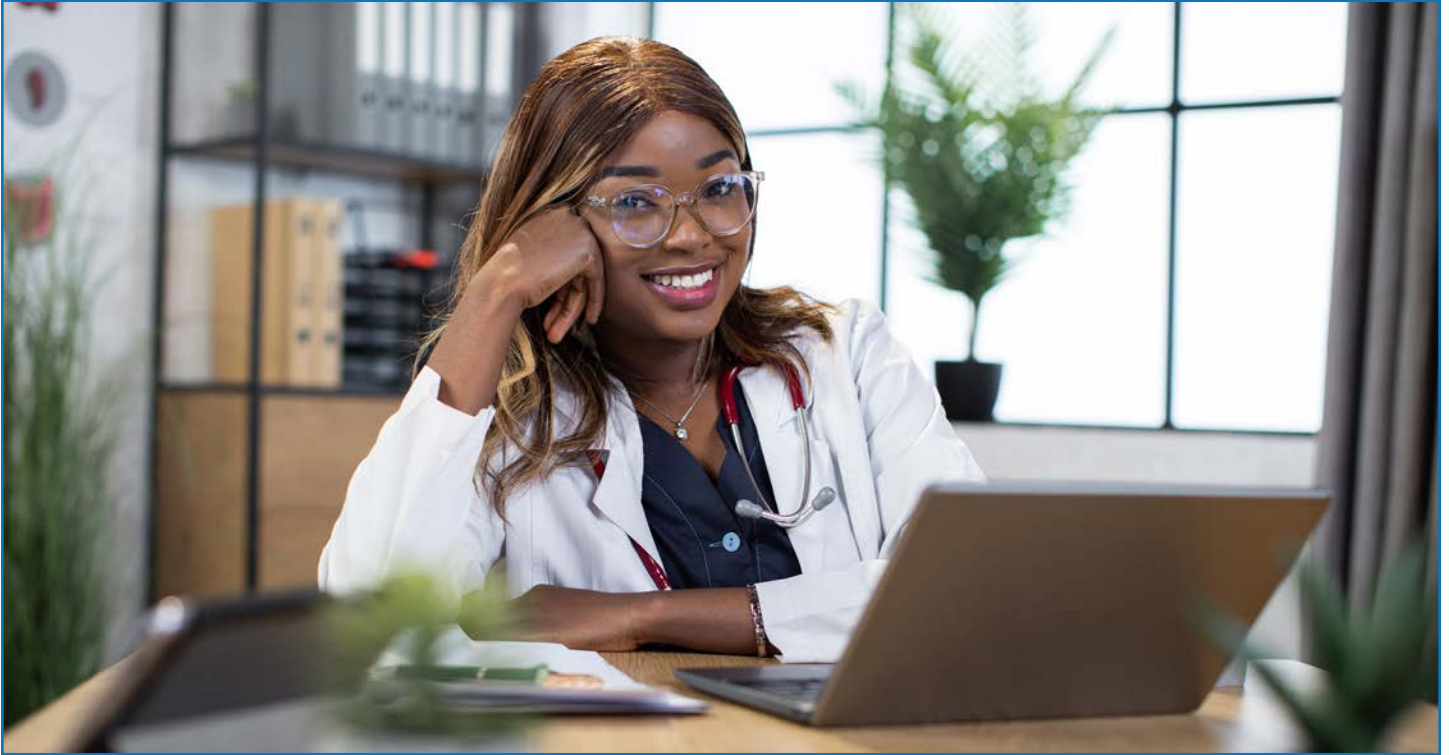




Florida Chapter of the  
American Academy of Pediatrics  
INCORPORATED IN FLORIDA

2024  
**MEDIA KIT**



# FCAAP ADVERTISING

## FOCUSED ON THE PEDIATRIC MARKET

FCAAP is one of the largest, most successful chapters of the American Academy of Pediatrics. From publications, to webinars, to our annual conference in Orlando, FCAAP continues to set the benchmark for excellence. Our members are a diverse, educated group with a high degree of recognition and appreciation for businesses and organizations who support our mission. Advertising with FCAAP is an excellent strategy to market your brand, product, and services to over 2,500 pediatricians, pediatric subspecialists, and pediatric allied health practitioners.

You have products and services pediatricians need... we have pediatricians!

We'd love the opportunity to discuss our advertising solutions with your organization. For more information, contact John L Horne, Publications & Advertising Coordinator, at [jhorne@fcaap.org](mailto:jhorne@fcaap.org) or 850-224-3939 ext 1004.

**Florida Chapter of the American Academy of Pediatrics, Inc.**

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | [info@fcaap.org](mailto:info@fcaap.org)

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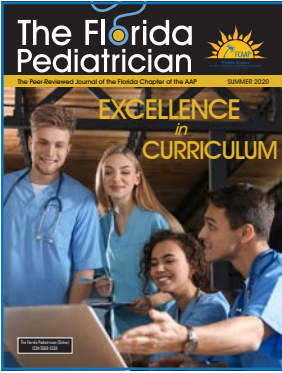
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## THE FLORIDA PEDIATRICIAN



FCAAP's Peer-reviewed journal is published quarterly by the Editorial Board of the Florida Chapter of the American Academy of Pediatrics. The journal includes scientific articles, case reports, legislative updates, and other information relevant to pediatricians, pediatric specialists, and pediatric allied health practitioners in Florida. The journal is made available to nonmembers and is frequently shared by authors with their supervisors, staff, and faculty.

Each year, the Fall Edition highlights our annual conference, sharing the research presented by medical students from around the country and initiatives by Florida pediatric residents from around the state. The Fall Edition is shared with the faculty of Florida's pediatric residency programs and the faculty of medical schools around the country as it highlights some of the best and brightest future pediatricians.

An ad in the The Florida Pediatrician ensures that not only will every reader learn more about your company and services, but that they will also see it multiple times as they review the articles and resources in the future.

### RATES

FULL PAGE	\$600	8W x 10.5H
HALF PAGE	\$350	8W x 5.05H
QUARTER PAGE	\$200	8W x 2.45H
FULL PAGE, AFTER TOC*	\$750	8W x 10.5H
FULL PAGE, AFTER EDITOR'S LETTER*	\$690	8W x 10.5H
FULL PAGE, BEFORE BACK COVER*	\$690	8W x 10.5H
BACK COVER*	\$750	8W x 10.5H

\*1 Available per issue

### SUBMISSION & DEADLINES

Ads must be received by John Horne at [publications@fcaap.org](mailto:publications@fcaap.org) one month before the publication date of each issue. The publication dates through January 2025 are as follows:

Apr 2024 (submit by Mar 1) | Jul 2024 (submit by Jun 1) | Oct 2024 (submit by Sep 1) | Jan 2025 (submit by Dec 1)

**Specifications:** All measurements are in inches; all positions are full-color; minimum 150 DPI resolution.

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## FCAAP NEWS



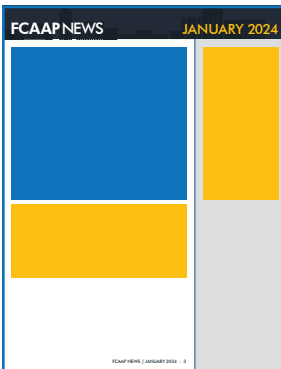
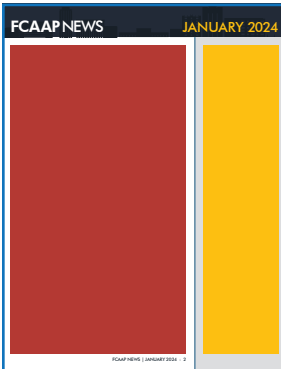
FCAAP's Monthly newsletter is an effective way to reach Florida pediatricians, educators, residents, students, and other healthcare professionals.

More than 2,500 FCAAP members receive the FCAAP News every month. Each issue provides members with policy updates, practice tips, legislative reports, and educational opportunities relevant to the practice of pediatrics.

All ad positions are full-color, and can be hyperlinked to your company website or other online destination. Advertising in the FCAAP News is cost-effective, valuable tool which will increase market exposure and brand awareness of your company or organization.

### RATES

FULL PAGE	\$1,200	5.25W x 9.2H
HALF PAGE	\$500	5.25W x 4.54H
QUARTER PAGE	\$300	5.25W x 2.2H
SIDEBAR BANNER, FULL	\$450	2.25W x 9.2H
SIDEBAR BANNER, HALF	\$200	2.25W x 4.54H



### SUBMISSION & DEADLINES

Ads must be received by John Horne at [publications@fcaap.org](mailto:publications@fcaap.org) by the 15th of the previous month (example: ads for inclusion in the November newsletter must be received by 9:00am ET October 15)

**Specifications:** All measurements are in inches; all positions are full-color; minimum 150 DPI resolution.

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## FCAAP CONNECTION



The FCAAP Connection is a mid-month e-newsletter emailed to FCAAP members, featuring important updates and reminders from the fast-moving world of pediatrics. From the latest AAP medical guidance, to membership benefit updates, to training program reminders, the FCAAP Connection helps to ensure Florida's pediatricians stay current on the latest news and happenings.

### RATES

1 Issue	\$300
2 Consecutive Issues	\$575
3 Consecutive Issues	\$800

### IMAGE SPECIFICATIONS

BANNER AD 750PX x 235PX

### SUBMISSION & DEADLINES

Consecutive issues may use different art for each scheduled month, provided that new art is submitted by production deadline. If no replacement art is received, the previously-submitted art will be used.

Ads must be submitted in the format specified to John Horne at [publications@fcaap.org](mailto:publications@fcaap.org) by the 1st of the month for the preferred issue. (example: ads to run in the July 15 issue, should be submitted by July 1, 2024).

Image format: PNG, JPG or GIF, static images only. Flash ads are not accepted. An embedded URL (click destination) is included.

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## FCAAP.ORG WEBSITE



Thousands of viewers visit our website each month for information on the Chapter, current pediatric news, continuing education opportunities, events information, legislative updates, practice resources, and more.

### RATES

1 Month	\$500
2 Consecutive Months	\$950
3 Consecutive Months	\$1,350

### IMAGE SPECIFICATIONS

BANNER AD: 370px WIDE, maximum height 370px (shorter heights allowed)

### SUBMISSION & DEADLINES

Digital website ads are displayed on the interior pages/right sidebar of fcaap.org, with 2 assigned rotational positions available per page.

Consecutive months may use different art for each scheduled month.

Ads must be submitted in the format specified to John Horne at [publications@fcaap.org](mailto:publications@fcaap.org) 2 weeks prior to the preferred start date.

Image format: PNG, JPG or GIF, static images only. Flash ads are not accepted. An embedded URL (click destination) is included.



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## FCAAP VIDCAST



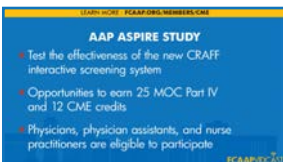
The FCAAP Vidcast is our video podcast covering the world of pediatrics in Florida. Twice each month, we feature news, tips, updates, and expert advice from local and national guest speakers. Grab your coffee, pop onto the FCAAP social media channel of your choice (Facebook, Twitter, Instagram, or Youtube), and join us for the FCAAP Vidcast!



Exclusive co-branding (the open, lower-third, close) is available for the Vidcast on a quarterly basis.

### CO-BRANDING RATES

3 Months	\$200 / episode
6 Months	\$180 / episode
12 Months	\$160 / episode



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