



Florida Chapter of the
American Academy of Pediatrics
INCORPORATED IN FLORIDA

2022
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, FL, 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 a proven strategy to market your brand, product, and services to over 2500 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 or 850-224-3939 ext 1004.

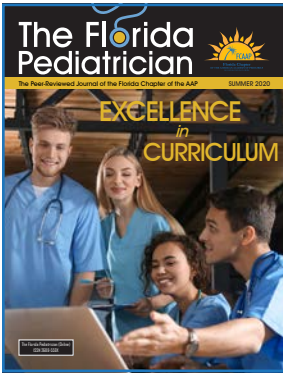
Florida Chapter of the American Academy of Pediatrics, Inc.

1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | info@fcaap.org
fcaap.org | facebook.com/FloridaChapterofAAP | twitter.com/FloridaAAP | instagram.com/floridaaap
linkedin.com/company/floridaaap | youtube.com/FloridaChapterAAP

Revised May 1, 2022



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	7.5W x 9.75H
HALF PAGE	\$350	7.5W x 4.82H
QUARTER PAGE	\$200	7.5W x 2.35H
FULL PAGE, TOC FACING*	\$750	7.5W x 9.75H
FULL PAGE, EDITOR’S LETTER FACING*	\$690	7.5W x 9.75H
DOUBLE FULL PAGE SPREAD*	\$1,500	16W x 9.75H
FULL PAGE, INSIDE BACK COVER*	\$690	7.5W x 9.75H
BACK COVER*	\$750	7.5W x 10H

*(1 Available per issue)

SUBMISSION & DEADLINES

Ads must be received by John Horne at publications@fcaap.org one month before the publication date of each issue. The publication dates through January 2023 are as follows:

Apr 2022 (submit by Mar 1) | Jul 2022 (submit by Jun 1) | Oct 2022 (submit by Sep 1) | Jan 2023 (submit by Dec 1)

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

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
fcaap.org | facebook.com/FloridaChapterofAAP | twitter.com/FloridaAAP | instagram.com/floridaaap
linkedin.com/company/floridaaap | youtube.com/FloridaChapterAAP



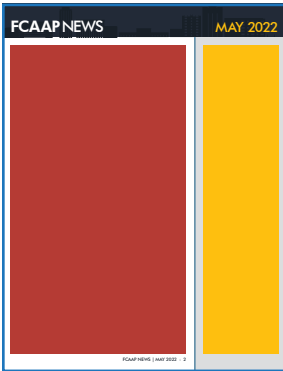
FCAAP NEWS



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

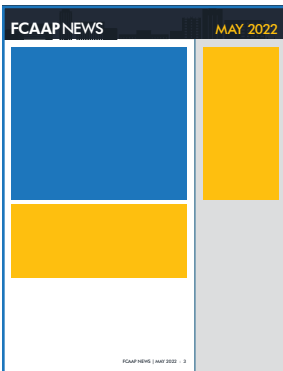
More than 2,500 FCAAP members receive the FCAAP News every month. Each issue provides members with policy updates, practice tips, legislative reports, and educational opportunities relevant to the practice of pediatrics.

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 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.

Florida Chapter of the American Academy of Pediatrics, Inc.

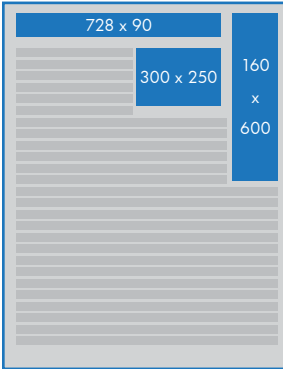
1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | info@fcaap.org

fcaap.org | facebook.com/FloridaChapterofAAP | twitter.com/FloridaAAP | instagram.com/floridaaap

linkedin.com/company/floridaaacp | youtube.com/FloridaChapterAAP



DIGITAL AD RETARGETING



The average person spends more than 6 hours each day online, and this number has continued to grow in the past 2 years. Digital Ad Retargeting allows your marketing message to reach FCAAP’s digital audience, placed on the websites they use to read the news, shop, and spend leisure time.

Whether on desktop, mobile, or tablet, retargeting can deliver a consistent message to users and provide reliable opportunities to reach your audience across 95% of consumer websites. Purchasing Digital Ad Retargeting through FCAAP includes a detailed report that allows you to see your campaign results in real-time including impressions, clicks, and geographical locations of the viewed ads.



Digital ads are offered in several sizes. In addition, the duration of the campaign and total number of impressions can be tailored to complement your organization’s current and future marketing strategies.

RATES

1 Month ad duration with 10,000 Impressions	\$500
2 Month ad duration with 20,000 Impressions	\$950
3 Month ad duration with 30,000 Impressions	\$1350
4 Month ad duration with 40,000 Impressions	\$1700

IMAGE SPECIFICATIONS

LEADERBOARD	728PX x 90PX
WIDE SKYSCRAPER	160PX x 600PX
SQUARE POP-UP	300PX x 250PX

SUBMISSION & DEADLINES

Each package includes all 3 ad sizes; ad art/content is fixed on a per-month basis.

Ads must be submitted in the format specified to John Horne at publications@fcaap.org at least 2 weeks before the preferred ad start date. (example: ads to begin on July 1, 2022, should be submitted by June 17, 2022).

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

Florida Chapter of the American Academy of Pediatrics, Inc.



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 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, 2022).

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

Florida Chapter of the American Academy of Pediatrics, Inc.



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 MAX RATIO 1:1 (1080PX suggested, 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 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.