

# 2021

MEDIA  
PLANNER

ORLANDO  
Medical News

{ [ORLANDOMEDICALNEWS.COM](http://ORLANDOMEDICALNEWS.COM) }

NORTH  
CENTRAL FLORIDA  
Medical News

{ [NORTHCENTRALFLORIDAMEDICALNEWS.COM](http://NORTHCENTRALFLORIDAMEDICALNEWS.COM) }

VOLUSIA-BREVARD  
Medical News

{ [VOLUSIABREVARDMEDICALNEWS.COM](http://VOLUSIABREVARDMEDICALNEWS.COM) }

## CORPORATE OVERVIEW

**ORLANDO  
MEDICAL NEWS,  
NORTH CENTRAL  
FLORIDA  
MEDICAL NEWS &  
VOLUSIA-BREVARD  
MEDICAL NEWS  
ARE A WHOLLY  
OWNED SUBSIDIARY  
OF K&J KELLY, LLC**

### **Karen Kelly, President**

Karen Kelly is a Pediatric ARNP employed by the Neurology Division of Nemours Children's Hospital Orlando. She has been a practicing Pediatric ARNP for 16 years. Karen previously worked as a Primary Care ARNP. Karen completed her undergraduate studies at the University of Central Florida and her graduate studies at University of Florida (Go Knights! Go Gators!) Karen is married to *Orlando Medical News* Publisher, John Kelly. The family has 3 children who keep them quite busy. In her spare time, Karen enjoys running, watching her daughter's volleyball matches, and spending time at the beach.

### **John Kelly, Vice President - Publisher**

Since 2005, John Kelly has served as publisher of Orlando Medical News (OMN). In June 2016, John, and his wife Karen, acquired the publication from Nashville-based SouthComm Communications. Karen serves as company president.

Prior to joining the national Medical News family, John was Florida sales manager for a wireless and telecommunication company. In 1980, John completed undergraduate studies with dual majors (history and social studies) from the State University of New York (SUNY) at Cortland. The Kellys, married 29 years, have three children, the youngest a sophomore at Advent University. John also coaches high school basketball in Central Florida.

**[JKelly@orlandomedicalnews.com](mailto:JKelly@orlandomedicalnews.com) | 407-701-7424**

### **Pepper Jeter, Editor**

Pepper Jeter has worked in news production and journalism for 35 years spanning local and national television and print media. Pepper and a team of contributors, all highly experienced in their niche covering the business of healthcare, shape the editorial content of *Orlando Medical News*.

**[Editor@orlandomedicalnews.com](mailto:Editor@orlandomedicalnews.com)**

### **Katy Barrett-Alley, Creative Director**

Katy Barrett-Alley has worked as a graphic designer with *Orlando Medical News* for the past ten years developing marketing, advertising and editorial layout. Located in Nashville, TN, Katy acquired her degree in Mass Communications from Middle Tennessee State University. When not in front of a computer, she can be found hiking, horse riding, kayaking and enjoying her family.

**[Kbarrettalley@gmail.com](mailto:Kbarrettalley@gmail.com)**

## AUDIENCE

THE COMBINED *ORLANDO MEDICAL NEWS*, *NORTH CENTRAL FLORIDA MEDICAL NEWS* & *VOLUSIA-BREVARD MEDICAL NEWS* "ENGAGE" A TOTAL MONTHLY AUDIENCE OF 14,000+ VIA PRINT & ELECTRONIC MEDIA.

*Orlando Medical News*,  
*North Central Florida  
Medical News* &  
*Volusia-Brevard Medical News*  
are the publications of choice for  
Physicians, Healthcare Professionals

- Physicians: MD's, DO's, DPM's
- PA's, CRNA's, ARNP's, RN's, LPN's, Case Managers and Referral Coordinators
- Hospital Executive C-Suite & Administrators
- Independent Practice Administrators & Managers, including MGMA Membership
- Medical Practice Management; Administrators, Managers including MGMA membership
- Corporate Healthcare Executives



## AFFILIATED PUBLICATIONS

Subscription - **22,668+**  
Orlando & The Space Coast - **8,800**  
North Central Florida - **3,243**  
Florida Dentists - **10,668**

Birmingham  
.....| **15,000**

Memphis  
.....| **7,000**

West TN  
.....| **2,400**

Nashville  
.....| **4,825**

## YOU'RE IN GOOD COMPANY ADVERTISING IN THE MEDICAL NEWS PUBLICATIONS

American Lung Association  
American Marketing Association of Tampa  
Arbor Medical Staffing  
Atlantic Data Team  
Atlantic Financial Advisors, LLC  
Brown Parker & DeMarinis Advertising / Flo  
Cancer Care Center  
Central Florida Cancer Care Center  
Central Florida Family Health Center  
Central Florida MGMA  
Central Florida Pain Relief Centers  
Central Florida Power Systems  
Charles E Dorfman MD  
Citizens National Bank  
CNS Healthcare  
Commercial Realty LLC  
Community Health Systems, Inc.  
Danna-Gracey  
David Benoit / Central Payment  
Dental Partners LLC  
Doctors Company, The  
Endo-Surgical Center of Florida  
Excellent Medical Billing Services  
Faceless Technologies  
Fifth Third Bank

Florida Medical Association (FMA)  
Florida Wound Care Doctors  
Galen Insurance Company  
Griswold Home Care, Seminole & North Ora  
Halifax Health Marketing Communications  
Hardy Health Aesthetics  
ICI Homes  
James Faust / Edward Jones  
Jason Acuna - Premium Properties  
JDL Technologies, Inc.  
Jorge J. Perez MD  
Juliet Burry, MD  
Largo Medical Center  
MOSAIC Marketing Solutions  
National Media / Arnold Palmer Hospital  
National Media Consumer\_UF Health  
Cancer  
Nemours Children's Hospital  
Orange County Medical Clinic/PCAN  
Orange County Medical Society  
Orlando Orthopaedic Center  
Osceola Regional Medical Ctr / True Medi  
Pain Physicians of Greater Orlando  
PNC Marketing Finance  
Premier Radiology

Proassurance Companies  
R. Christian Rasband  
RV One Superstores Inc. dba Orlando RV  
Sebastian HealthCare Realty Advisors  
Seminole County Medical Society  
Southeastern Retina Associates, PC  
Sperry Van Ness / ArkBest Realty  
SunTrust Mortgage  
Tampa Community Hospital  
Taylor & Mathis  
Tom Armour / RealMedSaver  
Trickey Jennus / UF Health  
True Media / Poinciana Medical Center  
TrueChoice Telcom  
UCF Health / College of Medicine  
Ultimate Savings for Medical Advisory  
US Army - Universal McCann  
Vascular Specialists of Central Florida  
Vascular Vein Center  
Vitas Innovative Hospice Care  
Wenstrom Communications / BayCare Medica  
Wenstrom Communications / St Josephs  
Wound Care and Hyperbaric Medicine  
Your Location Lubrication

## TESTIMONIAL

“ Working with the *Orlando Medical News* the past 5 years has helped position the Digestive and Liver Center of Florida with referring physicians. We have leveraged Event Marketing, Sponsorship of the Medical City Section of the *Orlando Medical News*, Digital Branding and Social Media. The *Orlando Medical News* Team is committed to “partnering” with our multi-location practice. ”



**Dr. Harinath Sheela,**  
Digestive and Liver Center of Florida

## 2021 EDITORIAL CALENDAR

MONTH	CLINICAL	BUSINESS	CONTENT DEADLINE
Jan	Volunteering	Practice Management	December 20
Feb	Cardiology	Legislative Agenda	January 20
March	Immigration and Health	Recruiting	February 20
April	Imaging	Construction/Real Estate	March 20
May	Women's Health	Health IT	April 20
June	Men's Health	Big Data	May 20
July	Pediatrics	Healthcare Law	June 20
Aug	Orthopedics/Sports Medicine	Telemedicine	July 20
Sept	Medical Marijuana	Physician Independence	August 20
Oct	Oncology	Compliance	September 20
Nov	Cancer	Innovation	October 20
Dec	Behavioral Health	Financial Planning	November 20

\*Topics and deadlines subject to change

### TESTIMONIAL

“ Thank you *Orlando Medical News - North Central Florida Medical News - Volusia-Brevard Medical News!* We so value your “reach” and “relationship” with Physicians & Healthcare Professionals in your audience. Clients and Potential Clients seem to reachout and call after seeing our editorial contributions and advertising in your publications ”



**Rami Packard**  
Área Developer at RX2Live

### TESTIMONIAL

“ The *Orlando Medical News* provides value added Advertising and Marketing solutions. Solutions including Print, Digital, Social Media, Podcasts and Video. All delivered with high levels of Customer Service at reasonable ad rates. We have leveraged the *Orlando Medical News* throughout 2017 and will continue to do so in 2018. I routinely encourage my peers to meet the *Orlando Medical News* Team. ”



**Di-Anne Elise Torrente**  
Founder & Principal; Media Resource Enterprise

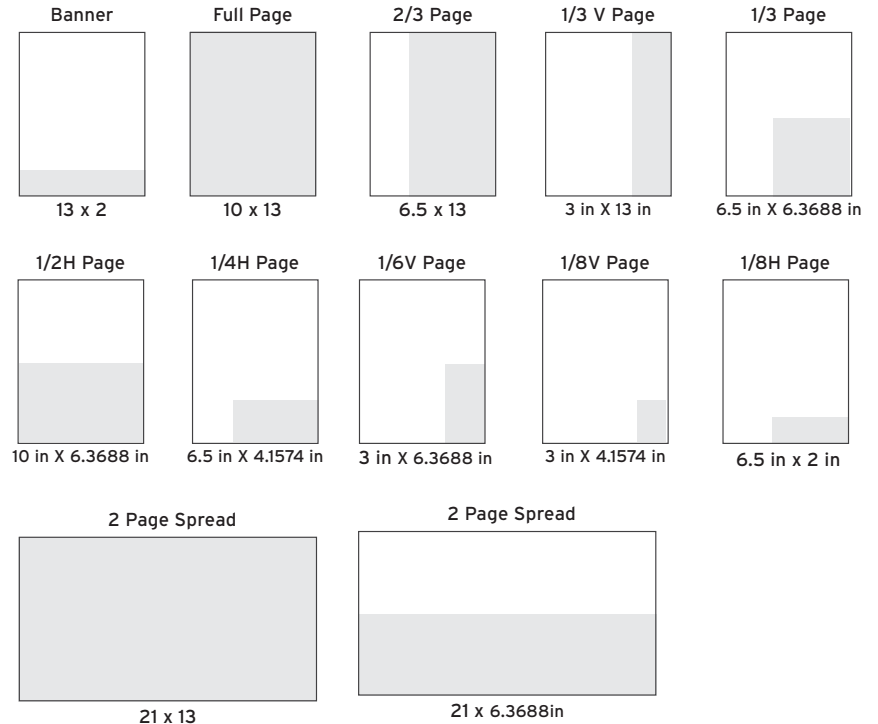
# 2021 ADVERTISING RATES

AD SIZES:	1X:	3X:	6X:	12X:
<b>10 X 13 FULL</b>	\$1,200	\$1,000	\$800	\$600
<b>2/3 PG. VERT.</b>	\$1,100	\$900	\$700	\$600
<b>1/2 PG. HORZ.</b>	\$1,000	\$800	\$600	\$500
<b>1/3 PG. VERT.</b>	\$900	\$700	\$500	\$400
<b>1/3 PG. BLOCK</b>	\$900	\$700	\$500	\$400
<b>1/4 PG. HORZ.</b>	\$800	\$600	\$400	\$300
<b>1/8 PG. HORZ.</b>	\$700	\$500	\$400	\$300
<b>1/8 PG. VERT.</b>	\$700	\$500	\$400	\$300
<b>1/6 PG. VERT.</b>	\$600	\$400	\$300	\$300
<b>BOTTOM BANNER</b>	\$500	\$400	\$300	\$300

## PREMIUM POSITION 4 COLOR Ad rates are per month.

	1X	3X	6X	12X
<b>FRONT PAGE BANNER</b>	\$1,000	\$700	\$600	\$500
<b>INSIDE FRONT COVER</b>	\$1,000	\$700	\$600	\$500
<b>2 PAGE SPREAD</b>	\$1,200	\$900	\$800	\$700
<b>1/2 PAGE SPREAD</b>	\$900	\$800	\$700	\$600
<b>BACK COVER</b>	\$1,000	\$700	\$600	\$500

# AD SIZES



### 4/C DIGITAL AD SUBMISSION:

Four color images should be saved in RGB with a resolution of at least 170 dpi with all images and text embedded.

### AD SUBMISSION:

PDFs, JPEGs, and/or materials to create ads should be sent directly to your sales representative.

### ACCEPTABLE SOFTWARE APPLICATIONS:

Indesign 2021 or packaged template files with all links and fonts packaged High Res PDFs using PDF/X-1a:2001

### PRODUCTION FEES:

Orlando Medical News reserves the right to add a surcharge of \$250 for advertisement production, which includes two rounds of revisions. After two proofs, an additional fee of \$50 per revision will be added. These charges may be adjusted or waived. For more information, please contact the Publisher.

### 2021 Orlando Medical News Privacy Policy

The Orlando Medical News recognizes the importance of protecting the privacy of information provided to us by those who use our products and services. This policy describes how personally identifiable and anonymous information about our publication subscribers, online media product users and event registrants may be collected and shared.

Please be sure to read this Privacy Policy before using the Orlando Medical News web site, social media products, or submitting information. By using our web site, or social media products you consent to our use of your information as outlined in this Privacy Policy and accept the terms and conditions herein.

If we change our privacy practices, we will also update this Privacy Policy. Users should review this policy periodically to monitor any changes. Your continued use of our site and services constitutes your acceptance of this Privacy Policy, as updated from time to time. The Orlando Medical News reserves the right to access and disclose personally identifiable information to comply with applicable laws, lawful government requests and any orders of the court.

### Privacy - General Overview

You are required to have an Orlando Medical News account to use certain free Services. Personal information you provide to the Orlando Medical News is governed by the Orlando Medical News Privacy Policy. Your election to use the free services indicates your acceptance of the terms of the Orlando Medical News Privacy Policy.

To summarize key terms of the Orlando Medical News Privacy Policy: Information collected by the Orlando Medical News includes name, e-mail address, age, gender, location information, product and access information, systems information, content preferences. The information is stored locally in cookies on a user's personal computer and on the Orlando Medical News servers; it's IT Vendors and is sent to and from such servers as part of routine communications that support our Services. The Orlando Medical News will NOT sell this information, or knowingly provide this information to other companies, or organizations. The Orlando Medical News cannot be responsible for personal information being acquired via cyber sphere, internet, social media, chats, blogs, etc.

### Orlando Medical News uses this information to:

- Verify access rights to premium content, services or software.
- To provide you with information about products, services, news and events.
- To allow you to purchase and access services and offers.
- To provide you with advertising, promotions and special offers we feel you may be interested in based on content preferences and other information you provide to us.
- To provide you with personalized content programming and services.
- For license reporting, billing and assessment of service levels.
- To better understand how and which of our Services are used, traffic levels and patterns and what types of content and services are most popular with users of our products and services.

### Limitation of Liability

UNDER NO CIRCUMSTANCES, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, SHALL THE Orlando Medical News BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE USE OF, OR THE INABILITY TO USE, THE Orlando Medical News SITE OR MATERIALS OR FUNCTIONS ON ANY SUCH SITE, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. APPLICABLE LAW MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY OR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU. IN NO EVENT SHALL OUR TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, AND CAUSES OF ACTION (WHETHER IN CONTRACT, TORT (INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE), OR OTHERWISE) EXCEED THE AMOUNT ACTUALLY PAID BY YOU, IF ANY, FOR ACCESSING Medical News SITE, SOCIAL MEDIA PRODUCTS AND ITS SERVICES.

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# DIGITAL BUSINESS TRANSFORMATION

Orlando Medical News and its North Central Florida & Volusia-Brevard websites provide the acceleration of business activities, processes, competencies & models, to fully leverage the opportunities of digital technologies and their impact in a strategic and prioritized way.

OrlandoMedicalNews.com | NorthCentralFloridaMedical News.com | Volusia/BrevardMedicalNews.com  
 ONLINE EXCLUSIVES • BREAKING NEWS • ENHANCED EVENT COVERAGE

Providing Access to Healthcare Decision Makers. Delivering the opportunity to repeatedly **engage** the audience, **increase** brand exposure, **drive** growth and position as **“the expert.”**

Web Branding	1x	6x	12x
<b>Scoreboard</b> (300x250 pixels)	\$350	\$200	\$150
<b>Skinny Tower</b> (160x600 pixels)	\$400	\$200	\$150
<b>Half Page</b> (300x600 pixels)	\$500	\$300	\$200
<b>Leaderboard</b> (970x90) pixels	\$500	\$300	\$200

**Targeted Promotional Email Distribution**  
 \$300/Initial Distribution - \$150/Additional Distributions

**Sponsor Weekly Newsletter**  
**Sponsor Banner** \$500/Mo.  
**Newsletter Banner** \$300/Mo.  
**Monthly Digital Edition** \$500/Month





## PROMOTIONAL VIDEO (INTERVIEW STYLE)

### PROMOTIONAL VIDEO (INTERVIEW STYLE)

#### Recording Session: \$500

On Location, satisfying a Physician & Healthcare Professional's busy schedule

1-Hour Video recorded interview session, Typically collecting enough content for 3 - 5 short videos

#### Video: \$400 per Video

1-Branded Short Video, including introduction, outro, music, title screen, and animated logo

Based upon 3 Videos

Script Assistance provided

Video will appear on Orlando Medical News websites, YouTube and Social Media Pages

### 15-SECOND SOCIAL MEDIA VIDEO:

#### Beginning \$350

15-Second Stock Video & Background Music Delivering 3-Part Text Message

Perfect for Social Media

Message Development Support Included

Videos become property of the client to be used on their website and social media platforms

#### Additional Video Advertising

30-Second Video (TV) • Commercial Video • Promotional Tour Video • Quoted by Project



## PODCASTS (8 - 15 MINUTES)

#### Recording Session: \$400

OnLocation satisfying Physician & Healthcare Professionals busy schedule. 1-Hour recording typically recording enough for 3-5 Podcasts.

Planning & Production, Script Development, Recording Equipment, Recording & Editing  
Uploading to Orlando Medical News YouTube Page

#### Delivered Podcast \$250



