

2020

MEDIA
PLANNER

ORLANDO
Medical News

{ ORLANDOMEDICALNEWS.COM }

NORTH
CENTRAL FLORIDA
Medical News

{ NORTHCENTRALFLORIDAMEDICALNEWS.COM }

VOLUSIA-BREVARD
Medical News

{ 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 | 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

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

AUDIENCE

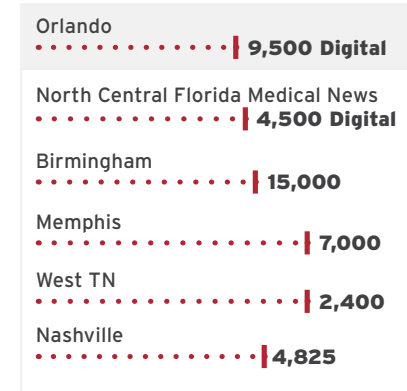
THE COMBINED *ORLANDO MEDICAL NEWS*, *NORTH CENTRAL FLORIDA MEDICAL NEWS* & *VOLUSIA-BREVARD MEDICAL NEWS* "ENGAGE" A TOTAL MONTHLY AUDIENCE OF 14,000+ VIA PRINT & ELECTRONIC MEDIA.

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



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

2020 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	Gastroenterology	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

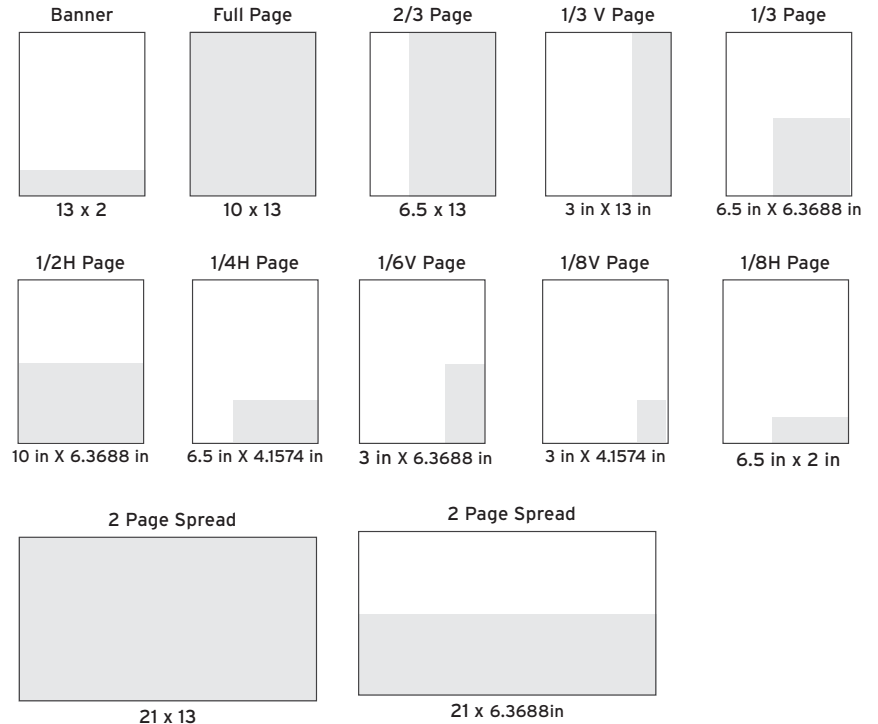
2020 ADVERTISING RATES

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

PREMIUM POSITION 4 COLOR Ad rates are per month.

	1X	3X	6X	12X
FRONT PAGE BANNER	\$1,000	\$700	\$600	\$500
INSIDE FRONT COVER	\$1,000	\$700	\$600	\$500
2 PAGE SPREAD	\$1,200	\$900	\$800	\$700
1/2 PAGE SPREAD	\$900	\$800	\$700	\$600
BACK COVER	\$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 2020 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.

2020 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
Scoreboard (300x250 pixels)	\$350	\$200	\$150
Skinny Tower (160x600 pixels)	\$400	\$200	\$150
Half Page (300x600 pixels)	\$500	\$300	\$200
Leaderboard (970x90) pixels	\$500	\$300	\$200

Targeted Promotional Email Distribution

\$300/Initial Distribution - \$150/Additional Distributions

Sponsorship Opportunities

- Weekly Newsletter Sponsor** \$500/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

\$300 per Delivered Podcast



