



Florida Chapter of the
American Academy of Pediatrics
INCORPORATED IN FLORIDA

2021
MEDIA KIT

FCAAP ADVERTISING

FOCUSED ON THE PEDIATRIC MARKET

You have products and services pediatricians need... we have pediatricians! FCAAP Members are a diverse, educated group - dedicated to excellence in their field. Advertising with FCAAP is an excellent way to market your message, product, and services to pediatricians, pediatric subspecialists, and pediatric allied health practitioners.

ABOUT FCAAP

FCAAP is dedicated to promoting the health and welfare of Florida's children and young adults, and to supporting Florida's pediatricians and pediatric specialists as the best qualified providers for their care. FCAAP has been recognized as one of the leading state chapters of the AAP, receiving the 2020 American Academy of Pediatrics Outstanding Chapter Award in the Very Large Chapter Category.

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.

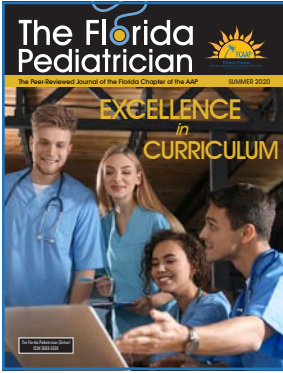
1400 Village Square Blvd #3-87786, Tallahassee, FL 32312 | 850-224-3939 | 912-452-9050 (fax) | info@fcaap.org

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THE FLORIDA PEDIATRICIAN



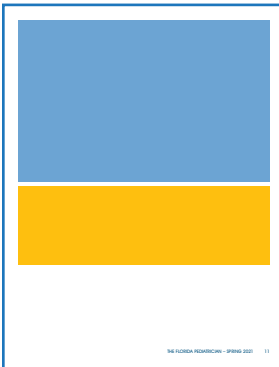
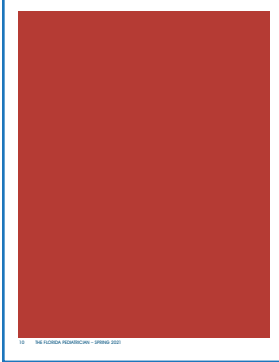
FCAAP's Peer-reviewed journal is published quarterly by the Editorial Board of the Florida Chapter of the American Academy of Pediatrics. The journal includes scientific articles, case reports, legislative updates, and other information relevant to pediatricians, pediatric specialists, and pediatric 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	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	(1 Avail per issue)
FULL PAGE, EDITOR'S LETTER FACING	\$690	7.5W x 9.75H	(1 Avail per issue)
DOUBLE FULL PAGE SPREAD	\$1,500	16W x 9.75H	(1 Avail per issue)
FULL PAGE, INSIDE BACK COVER	\$690	7.5W x 9.75H	(1 Avail per issue)
BACK COVER	\$750	7.5W x 10H	(1 Avail 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 2022 are as follows:

Apr 2021 (submit by Mar 1) | Jul 2021 (submit by Jun 1) | Oct 2021 (submit by Sep 1) | Jan 2021 (submit by Dec 1)

Specifications:

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

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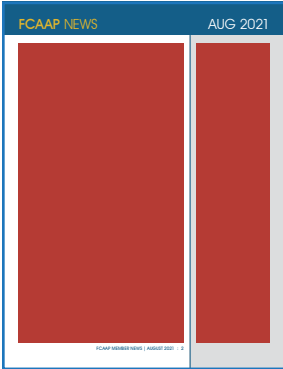
FCAAP NEWS



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	4.93W x 8.95H
HALF PAGE	\$500	4.93W x 4.42H
QUARTER PAGE	\$300	4.93W x 2.15H
SIDEBAR BANNER, FULL	\$450	2.2W x 8.95H
SIDEBAR BANNER, HALF	\$200	2.2W x 4.42H



SUBMISSION & DEADLINES

Ads must be received by John Horne at publications@fcaap.org by 9:00am ET 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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