

# FPMA FOOTPRINTS

The Official Publication of Florida Podiatric Medical Association



## WHO ARE WE?

Florida Podiatric Medical Association (FPMA) is the leading voice for the Podiatric Profession in the State of Florida.

**FPMA Footprints** is a critical component of the FPMA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY FPMA?

- FPMA is the **largest** chapter of podiatrists in the U.S.
- Florida's podiatrists generate **\$435 million** each year.
- **60%** of podiatrists practicing in Florida are **FPMA members**.

## NET ADVERTISING RATES

Print Edition Advertising	1x	2x
Premium Positions*	\$2,595	\$2,270
Full Page	\$1,950	\$1,735
1/2 Page	\$1,190	\$1,030
1/4 Page	\$650	\$545
1/8 Page	\$435	\$375
Digital Edition Advertising	1x	2x
Interstitial ad	\$875	N/A
Landing page	\$875	N/A

[CLICK HERE FOR AD EXAMPLES](#)

All rates are for full-color advertisements.

\*Premium Positions include inside front cover, inside back cover, page 3 and back cover.

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Issue 1	3/7/2024	May 2024
Issue 2	9/5/2024	November 2024

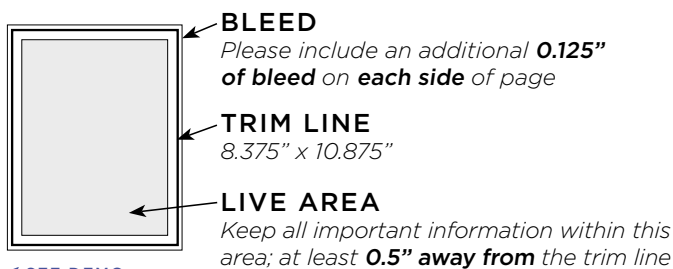
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34"

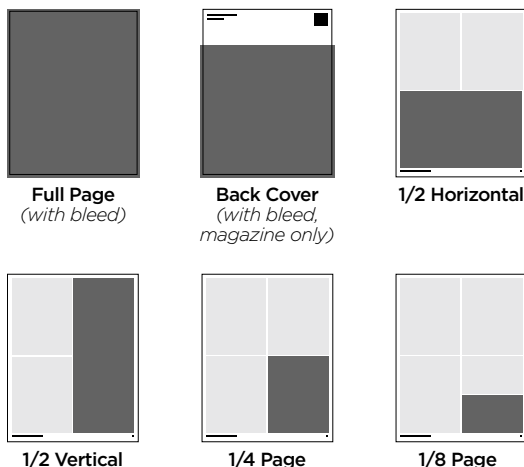
  

Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels

\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



[SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:** 72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.