

Reach Key Decision-Makers in Long-Term Care With...



**It's read by more than 1,200 MDs, DOs,
PAs, ARNPs, and other allied health care
professionals in long-term care, and
ads start as low as \$155!**

An Advertising Opportunity with Long-Term Benefits

- ✓ FMDA's *Progress Report* is the Association's professional journal for physicians and nurse practitioners in long-term care in Florida. Each issue features in-depth articles and commentary from a range of sources including our volunteer leadership, board members, experts in the field, staff, etc. Advertising regularly in *Progress Report* will provide your organization with a direct link to the long-term care medical providers of Florida.
- ✓ *Progress Report* is the winner of the 2013 APEX Award for Publication Excellence.
- ✓ The one-color newsletter is published three to four times per year, averages 16 pages, and has a total circulation of more than 1,200.
- ✓ No other publication reaches long-term care medical directors in Florida.
- ✓ FMDA members in good standing are entitled to special member advertising rates.
- ✓ For multiple ad insertions, a 10% discount is available to all advertisers who place four or more consecutive ads of the same size.
- ✓ Support your long-term sales efforts with ads in a respected, quality publication.
- ✓ To obtain information about advertising in FMDA's *Progress Report*, contact **Cindi Taylor** at Corecare Associates, **561-689-6321**, Fax: **561-689-6324**, or email: **cindicorecare@bellsouth.net**.

Design and Production Specifications

- The quoted rates are for insertion orders with camera-ready artwork attached or for electronically submitted finished artwork. A signed insertion order must accompany each ad placement.
- If you do not have a standing ad, Corecare Associates, Inc. can assist you with copy preparation, layout, and finished art (extra charges to be billed to you directly by Corecare).
- Column width is 3.75".
- Publishing color is Reflex Blue and applies to all ads.
- We do not recommend that camera-ready artwork be submitted as photocopies or faxes. Be sure your ad is good quality and at ACTUAL SIZE, per the required dimensions of the ad.
- Wherever possible, we prefer that finished artwork be e-mailed to **Cindi Taylor** at **cindicorecare@bellsouth.net** and a laser proof attached to the insertion order or faxed to **(561) 689-6324**.

The digital format for submitted artwork, *in the preferred order is:*

1. High-resolution PDF file, or
2. 300 DPI/LPI Photoshop TIFF file, or
3. Adobe Illustrator EPS file, or
4. PageMaker 7.0 or Adobe CS4 native file with fonts and linked graphics included.

Questions? Call Cindi Taylor at (561) 689-6321 or e-mail: cindicorecare@bellsouth.net.

Serving Physicians & NPs Practicing in Florida's Postacute Care Continuum

AD INSERTION ORDER

Please type or print: 1. Complete and sign the contract below, 2. Fax to (561) 689-6324, and 3. Mail a check for the amount payable to FMDA along with a copy of this signed contract to:

Florida Medical Directors Association • 400 Executive Center Drive, Suite 208 • West Palm Beach, FL 33401
Questions? Call Cindi Taylor at (561) 689-6321.

CHECK-OFF THE AD SIZE YOU ARE PURCHASING*

	<u>NON-MEMBER RATE</u>	<u>MEMBER RATE</u>
_____ Back-page (7.75" x 6.625")	\$925	\$835
_____ Full-page, no bleed (8" x 10")	\$875	\$785
_____ 1/2 page horizontal (7.625" x 4.5")	\$525	\$470
_____ 1/2 page vertical (3.75" x 9.25")	\$525	\$470
_____ 1/4 th page (3.75" x 4.5")	\$285	\$255
_____ 1/8 th page (3.75" x 2.125")	\$175	\$155

Discounts
 FMDA members are entitled to discounted member rates on all advertising with an additional 10% discount for consecutive prepaid ads (4 is the minimum).

Name of Company: _____ Professional Affiliate member: ___ Yes ___ No

Name of company representative: _____

Mailing address: _____

Phone number: (____) _____ Fax: (____) _____ e-mail: _____

Issue date(s): _____ (name of issue).

Yes! I would like to join FMDA now, and take advantage of the member rate. Enclosed is a check for \$325 for **Professional Affiliate members'** annual dues, which includes vendors and all other non-physician, non-NP/PA professionals, and organizations.

Number of ads: _____, **Cost per ad:** \$ _____, **Total:** \$ _____

**** Advertise in the pre-convention issue and run the same ad in the conference syllabus at 50% off the regular rate.**

**** Yes, run the same ad in the Annual Convention Program at 50% off.**

Authorized by (print/type name)

Signature/Date

* These rates are for single-insertion ads — quoted net, are not commissionable. There will be a manipulation charge if artwork is incomplete.

Check-off one: _____ Ad is coming from advertiser, _____ Ad is coming from Corecare, _____ Ad is coming from _____, or _____ Run existing ad that FMDA has on file "as is." Comments: _____

The rates above are not commissionable and assume that artwork will be provided by the advertiser. E-mail digital artwork to **Cindi Taylor** at **cindicorecare@bellsouth.net** and fax a laser proof to (561) 689-6324. If you do not have a standing ad, Corecare Associates will assist you with copy preparation, layout and finished art at discounted rates.

The format for submitted digital artwork, in the preferred order is: 1. High-resolution PDF file, or 2. 300 DPI/LPI TIF file, or 3. EPS file, or 4. PageMaker 7.0 or Adobe CS4 native file with fonts and linked graphics included.

It is our pleasure to assist you in promoting your organization to Florida's LTC medical practitioners.
On behalf of FMDA, Thank You!

* Neither FMDA nor Corecare is responsible for proofing ads and neither endorses the products/services of the advertisers. Advertisers are responsible for proofing ads. Rates effective 2012.

JOIN FMDA TODAY AND ENJOY THE MANY BENEFITS!

As the scope of operation for postacute care facilities continues to evolve and expand to accommodate an aging population, practitioners face many new and complex challenges. FMDA, the state affiliate of the American Medical Directors Association (AMDA), is the only organization in the state of Florida devoted to practitioners in all specialties practicing in hospital-based, skilled nursing units through subacute, home care to traditional long-term care.

BENEFITS OF MEMBERSHIP:

- FMDA publishes a dynamic, statewide newsletter titled *Progress Report* — winner of the Apex Award for Publishing Excellence.
- FMDA's official Web site is at www.fmda.org.
- "FMDA CareerCenter," an online job board.
- "FMDA News Clips" is a regular e-mail news service for local, state, and national health care news with an emphasis on long-term care, geriatrics, and skilled nursing care. FMDA sends its members real-time news clips straight from the actual news sources. Stay on top of legislation, regulations, and reimbursement issues, as well as industry trends.
- Annual update on Medicare billing strategies.
- Annual update on Medicare comparative performance reports for physicians practicing in postacute care.
- Discounted member registration fees for educational and annual programs.

Join online at www.fmda.org

CHARTING A NEW COURSE

- Networking with the other acute care and postacute trade and professional associations.
- FMDA is a Specialty Society of the Florida Medical Association (FMA).
- Advocacy in Tallahassee on behalf of the members of FMDA.
- Representation in the House of Delegates of the American Medical Association.
- Providing testimony at public hearings and in front of the Florida Legislature on issues important to physicians in long-term care, such as the availability and affordability of liability insurance, "Granny Cams" in nursing homes, and other hot-button issues.

Mission Statement

The mission of FMDA is to promote the highest-quality care in the postacute care continuum by providing leadership, professional education, and advocacy.

FMDA MEMBERSHIP APPLICATION

This is the only organization in the state devoted to physicians, physician assistants, and nurse practitioners of all specialties practicing in hospital-based, skilled nursing units through subacute care to traditional long-term care. There are two classes of dues-paying FMDA members. **A. REGULAR MEMBERS:** Every medical director or attending physician of a long-term care medical facility or organization in the state of Florida and neighboring states shall be eligible for "Regular" membership (physicians only) in FMDA. Members in this classification shall be entitled to a vote, shall be eligible to be a member of the board of directors and to hold office. **B. AFFILIATE MEMBERS:** They may be any individual or organization in the medical, regulatory or political field of long-term care continuum wishing to promote the affairs of FMDA. An "Affiliate" member shall have all FMDA privileges except eligibility to vote or hold office. **There are three subcategories, which include:** **1. Professional.** This category is comprised of physician assistants, advanced registered nurse practitioners, directors of nursing, administrators, etc. "Professional Affiliate" members may be appointed by the board of directors to serve on FMDA committees. **2. Allied Health Care Professional.** Health care practitioners who provide essential services to patients in the postacute setting are eligible to join, including dental professionals, podiatrists, opticians, psychiatrists, senior care pharmacists, psychologists, etc. Allied members are non-voting, but may be appointed by the board of directors to serve on FMDA committees, and **3. Vendors & Organizational Affiliate Members.** Includes vendors, organizations, and other professionals that are not included above.

To become a member of FMDA, please complete and mail with your payment to the address below, or join online at www.fmda.org.

Yes! I would like to join FMDA. Enclosed is a check for \$75 for annual dues for **Regular** and **Professional/Allied Health Care Professional Affiliate** members. Dues for **Vendors & Organizational Affiliates** are \$325 per year.

Name: _____ Title: _____

Facility Name/Affiliation: _____

Organization's Name: _____

The mailing address below is for _____ the facility, or _____ my regular office address.

Mailing Address: _____ City: _____ State/ZIP: _____ County: _____

Phone: _____ Fax: _____ E-mail: _____

Please make check payable to **FMDA** and mail to:

Referred by FMDA member: _____

Florida Medical Directors Association
400 Executive Center Drive, Suite 208 • West Palm Beach, FL 33401
(561) 689-6321 • Fax: (561) 689-6324
www.fmda.org • E-mail: ian.cordes@fmda.org

Please call the business office for Corporate Group rates.