



TEXAS MEDICAL ASSOCIATION **MEDIA KIT**

ADVERTISING AND MARKETING

texmed.org/Marketing



Physicians Caring for Texans

MEDIA KIT

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Now more than ever, thousands of Texas physicians and health care experts are turning to TMA as a trusted source for the latest news and resources.

Reserve your ad space across our high-traffic media and website to connect with these influential members of the medical community. Customizable ad placements are available upon request.



- **PUBLICATIONS AND EVENTS CALENDAR**

- **TMA MEMBERSHIP BY THE NUMBERS**



- ***TEXAS MEDICINE MAGAZINE***

- ***TEXAS MEDICINE TODAY***

- ***MEDICAL NEWS ROUND-UP***



- ***PRACTICE POINTERS***

- **TMA WEBSITE**

PUBLICATIONS AND EVENTS CALENDAR

PRINT AND DIGITAL	INSERTION DATE <i>(preceding date of publication)</i>	MATERIALS DUE <i>(preceding date of publication)</i>
<i>Texas Medicine</i>	1st of the month	TBA
<i>Texas Medicine Today</i>	15th of the month	1 week
<i>TMA Medical News Round-up</i>	15th of the month	1 week
<i>Practice Pointers</i>	15th of the month	1st of the month
TMA website banner ads	Any day of the month	1 day

CONFERENCES AND EVENTS	PROGRAM DEADLINE	SPONSOR DEADLINE
Leadership Summit Jan. 25-27, Austin	Jan. 15, 2024	Jan. 19, 2024
TexMed 2024 May 2-4, Dallas Omni	March 29, 2024	March 29, 2024
Business of Medicine Conference Oct. 10-12, San Antonio	Sept. 23, 2024	Oct. 4, 2024

MEMBERSHIP BY THE NUMBERS



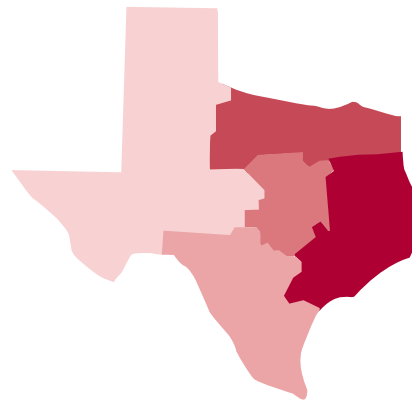
57,000+

TMA Members



PRACTICE SPECIALTY

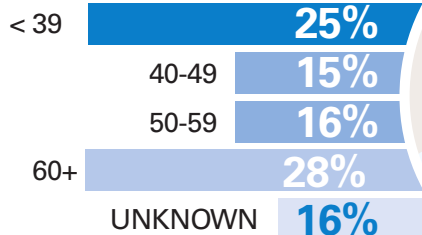
Internal medicine, family medicine, pediatrics	31%
Surgery	12%
Anesthesiology	7%
Obstetrics, gynecology	6%
Radiology	5%
Emergency	4%
All other specialties	35%



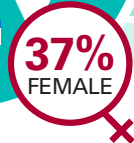
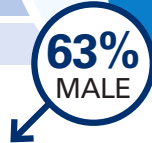
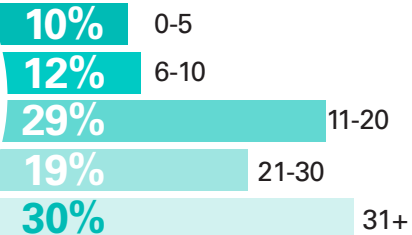
PRACTICE LOCATIONS

33%	East
30%	North
15%	Central
15%	South
7%	West

MEMBER AGES



YEARS IN PRACTICE



PRACTICE SIZE AND MEMBER TYPE

57%

Serve in a practice with 1-5 physicians

43%

Serve in a practice with 6 or more physicians

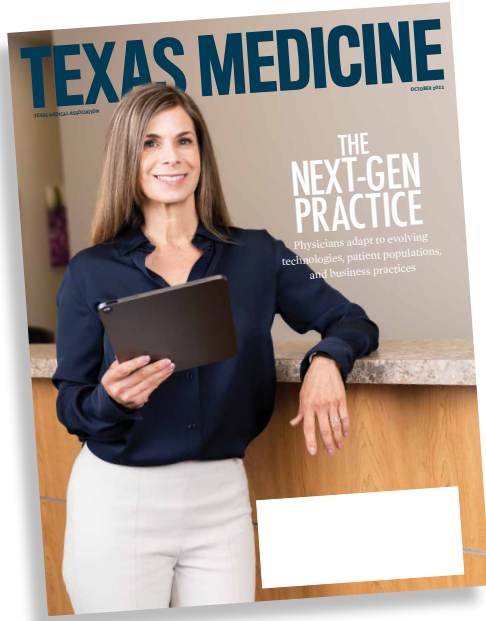


69% Physicians

17% Residents

14% Students

TEXAS MEDICINE



47,000+
SUBSCRIBERS



59% of Texas physicians look at advertisements in *Texas Medicine*



25% have contacted advertisers because of an ad in *Texas Medicine*



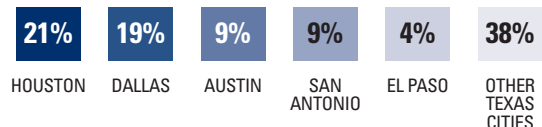
64% have purchased a product or service from a *Texas Medicine* advertiser

Texas Medicine is an award-winning magazine mailed to Texas physicians and publicly available online. Research shows that Texas physicians want Texas-specific coverage of legislation, medical economics, science, medical education, and public health – and that's what the magazine delivers.

See the latest issue at textmed.org/TexasMedicine.

DEADLINES AND ADDITIONAL DETAILS

- 10 issues produced annually; January and February as well as August and September are combined.
- Ad insertion orders are due the first of the month prior to the date of publication.
- Ad materials are **TBA** each month prior to the date of publication; minimum 300 dpi.
- Payment for initial insertions is required for first-time advertisers.
- All frequency discounts apply to one-year (10-issue) commitment.
- 90-day cancellation notice is required.



DISPLAY ADVERTISING

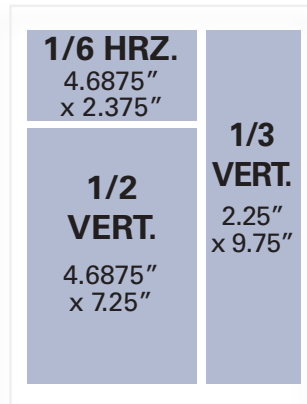
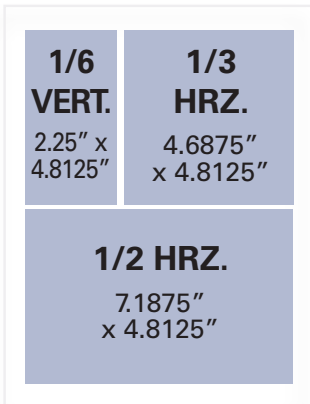
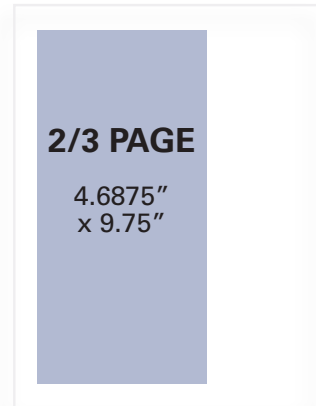
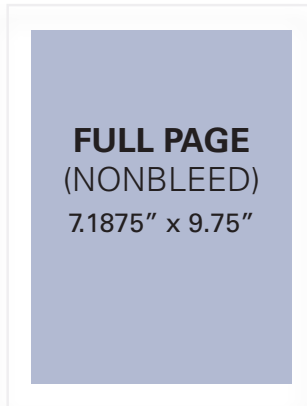
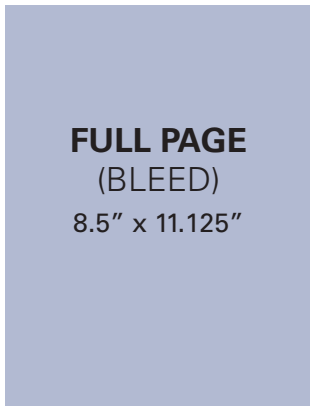
Full- and partial-page advertisements are carried throughout the magazine. For custom inserts, please contact the TMA advertising office for a quote.

ADVERTISING RATES

AD SIZE	1X	3X	6X	10X
Full	\$2,852	\$2,357	\$2,093	\$1,919
2/3	\$1,801	\$1,492	\$1,324	\$1,211
1/2	\$1,552	\$1,288	\$1,142	\$1,041
1/3	\$1,176	\$974	\$839	\$754
1/6	\$743	\$614	\$524	\$464
Advertorial	\$3,500	<i>Advertorial is available subject to approval and must be submitted 60 days ahead of the publication date.</i>		

AD DIMENSIONS

Full-color advertising. All dimensions are in inches.



MECHANICAL SPECIFICATIONS

- **Binding:** saddle stitch
- **Trim size:** 8.25 in. x 10.875 in.
- **Live area:** 6.75 in. x 9 in.

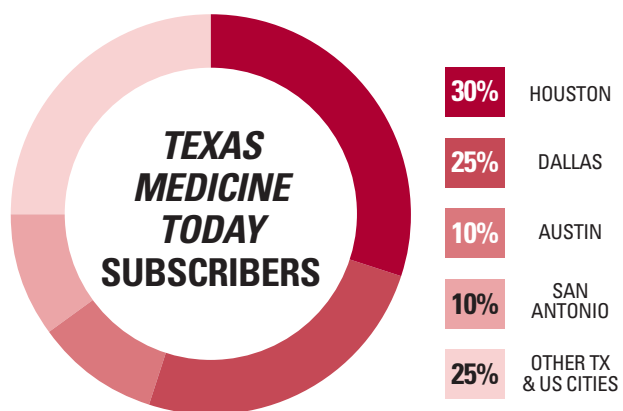
TEXAS MEDICINE

TMA NEWS YOU CHOOSE **TODAY**

Texas Medicine Today is a daily e-newsletter delivering legislative, legal, economic, public health, and association news affecting Texas physicians and patients.

Articles are segmented by subscriber interests and other demographics.

See the latest newsletter at texmed.org/TMT.



46,000+
SUBSCRIBERS

31% HIGHER
open rate than the national average

5X MORE
ad clicks than the national average

249,392
monthly ad impressions

BANNER ADVERTISING

Advertisers receive one ad, Monday-Friday, for one week each month. **Three-month commitment, price per month.**

	3-Month	6-Month	11-Month
Leaderboard <i>600 W x 90 H pixels</i>	\$5,250	\$9,000	\$13,750
Square <i>200 W x 200 H pixels</i>	\$4,500	\$7,500	\$11,000

DEADLINES AND ADDITIONAL DETAILS

- Ad insertion orders are due the 15th of the month prior to publication.
- Ad materials are due one week prior to publication.
- Advance payment for initial insertions is required for first-time advertisers.
- All frequency discounts apply to a consecutive 11-month time frame.
- 90-day cancellation notice is required.

Advertisement in *Texas Medicine Today* is unavailable during the following hiatus weeks:

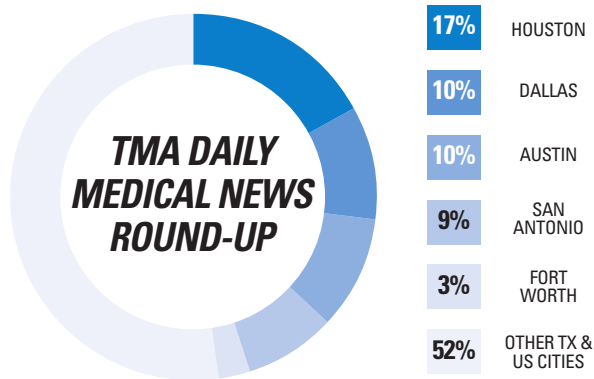
- Jan. 1-5, 22-26, 29-Feb. 2
- April 29-May 10
- July 1-5, 8-12, 15-19, 22-26, 29-Aug. 2
- Oct. 7-11, 14-18
- Nov. 25-29
- Dec. 23-27, 30-Jan. 3, 2025

TMA Medical News Round-Up

for Texas Physicians

TMA Medical News Round-up is an electronic daily digest of the most relevant news in medicine as reported in the previous day's media.

TMA partners with a third-party aggregator to publish the briefing. View a sample issue at texmed.org/MedicalNewsRoundUp.



34,000+

SUBSCRIBERS

4X HIGHER

open rate than the national average

4X MORE

ad clicks than the national average

192,719

monthly ad impressions

BANNER ADVERTISING

Advertisers receive one ad, one day per week.

Three-month minimum commitment, price per month.

	3-Month	6-Month	12-Month
Masthead 728 W x 90 H pixels	\$5,250	\$9,000	\$15,000
Leaderboard 728 W x 90 H pixels	\$4,500	\$7,500	\$12,000
Rectangle 300 W x 250 H pixels	\$4,500	\$7,500	\$12,000

DEADLINES AND ADDITIONAL DETAILS

- Ad insertion orders are due the 15th of the month prior to publication.
- Ad materials are due one week prior to publication.
- Advance payment for initial insertions is required for first-time advertisers.
- All frequency discounts apply to a consecutive 12-month time frame.
- 90-day cancellation notice is required.



TMA *Practice Pointers* Newsletter

Practice Pointers is a year-round e-newsletter published on the second and fourth Thursdays of each month. It highlights guidance on practice management and operational best practices via practical, timely, and easy-to-digest messaging.

6,300+
SUBSCRIBERS



91%	NONPHYSICIAN PRACTICE STAFF
5%	PHYSICIANS
3.2%	TMA ALLIANCE AND OTHER SUBSCRIBERS
1%	ASSOCIATION STAFF

95.5%
PHYSICIANS/STAFF IN ACTIVE PRACTICE

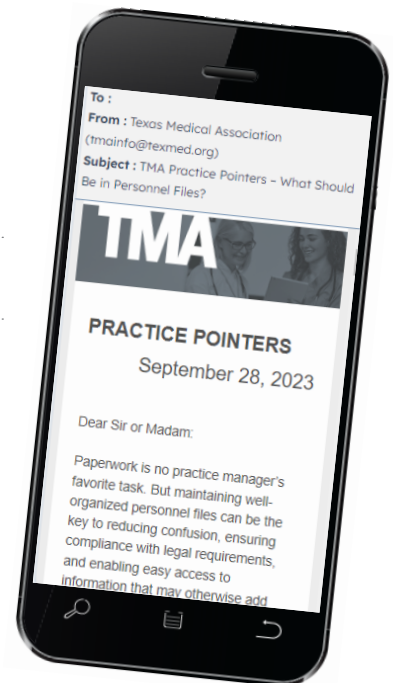
The open rate and click-through rate for *Practice Pointers* is currently 74.65% and 3.49%, respectively. In comparison with Intuit Mailchimp's benchmark of 21.72% for email marketing open rates within the medical, dental, and health care industries, *Practice Pointers'* open rate is exceptional.

Overall, *Practice Pointers'* delivery rate is 100% with a 0.13% unsubscribe rate.

BANNER ADVERTISING

Advertisers receive one ad bimonthly. Sponsored content is dictated by the subject of each newsletter, pending content approval.

	1x	3x	6x	12x
Square Banner Ad <i>200 W x 200 H pixels</i>	\$1,000	\$750	\$500	\$350
Sponsored Content Bundle and Square Ad <i>200 W x 200 H pixels</i>	\$1,500	\$1,250	\$1,000	\$850



DEADLINES AND ADDITIONAL DETAILS

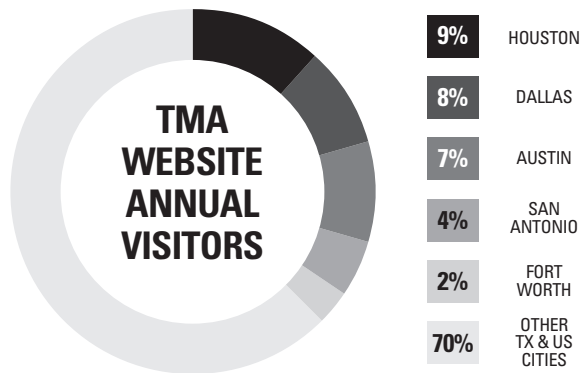
- Ad insertion orders are due the 15th of the month prior to publication.
- Ad materials are due the 1st day of the month of publication.
- Advance payment for initial insertions is required for first-time advertisers.
- All frequency discounts apply to a consecutive 12-month time frame.
- 90-day cancellation notice is required.



TMA WEBSITE

Thousands of physicians turn to the TMA website regularly as their trusted source for current health care information, best practices, and hot topics in medicine.

Advertisers can take advantage of web ad placements on key texmed.org pages to reach these connected physicians and further enhance their brand's exposure.



ANNUAL WEBSITE TRAFFIC



3.6 MILLION
ANNUAL PAGE VIEWS



73% ARE NEW VISITORS



1.5 MILLION
UNIQUE SITE VISITORS

PREMIUM BANNER ADS

Ads may be placed on one of the following landing pages, price per month:

- texmed.org/PracticeHelp (business resources)
- texmed.org/CME (medical education)
- texmed.org/About (TMA leadership and history)
- texmed.org/Events (TMA events)
- texmed.org/ContactUs (170-plus TMA staff)
- texmed.org/Search/Content (search results page)

AD SPECIFICATIONS

- 216 W x 180 H pixels
- 30K maximum (no flash)
- GIF or JPEG

A specific URL must accompany each ad (e.g., www.texmed.org)

	1-Month	3-Month	6-Month	12-Month
Run of Premium Pages	\$1,200	\$900	\$700	\$500
Select Premium Page	\$1,400	\$1,000	\$800	\$600

STANDARD BANNER ADS

Ads may be placed on one of the following landing pages, price per month:

- texmed.org/Advocacy (physician advocacy)
- texmed.org/Quality (clinical quality and payment)
- texmed.org/Billing (billing and coding)
- texmed.org/PracticeOperations (practice operations)
- texmed.org/HIT (health information technology)
- texmed.org/Scope (scope of practice)

AD SPECIFICATIONS

- 216 W x 180 H pixels
- 30K maximum (no flash)
- GIF or JPEG

A specific URL must accompany each ad (e.g., www.texmed.org)

	1-Month	3-Month	6-Month	12-Month
Run of Standard Pages	\$800	\$600	\$500	\$400
Select Standard Page	\$1,000	\$700	\$600	\$500

DEADLINES AND ADDITIONAL DETAILS

- Ad insertion orders are due two weeks prior to publication.
- Ad materials are due one week prior to publication.
- Payment for initial insertions is required for first-time advertisers.
- All frequency discounts apply to a consecutive 12-month timeframe.
- 90-day cancellation notice is required.



Physicians Caring for Texans

[texmed.org/Marketing](https://www.texmed.org/Marketing)



@texmed



@texmed



@wearetma