

THE FLORIDA SOCIETY OF ANESTHESIOLOGISTS

FSA Today

Decision Makers and Buyers Will See Your Ad!

- ◆ The FSA Newsletter, FSA Today, reaches over 2,000 anesthesiologists in the State of Florida 4 times a year.
- ◆ Our readers make key purchasing decisions about products services, investments, personnel, and more.
- ◆ Our coverage provides medical professionals and decision makers with a comprehensive source of information that affects their industry.
- ◆ Our readers express commitment to the profession by joining FSA. The FSA Today is their primary means of statewide communication.

INSERTION ORDER & SPACE AGREEMENT

Advertiser: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Space Ordered:	Amount:	Edition:	Deadline:
___ Ins. Front Cover	7 1/2" x 10" \$1150	Winter (First Quarter)	January 15
___ Ins. Back Cover	7 1/2" x 10" \$1050	Spring (Second Quarter)	April 15
___ Full page	6 1/2" x 9 3/8" \$1000	Summer (Third Quarter)	July 15
___ 1/2 page H	6 1/2" x 4 7/8" \$500	Fall (Fourth Quarter)	October 15
___ 1/2 page V	9 3/8" x 3 1/8" \$500	Members – 15% discount on any size advertisement, for any insertion contract	
___ 1/4 page V	3 1/8" x 4 7/8" \$375	Non-Members – 15% discount for a four issue contract, any size advertisement	
___ 1/8 page	3 1/8" x 2 1/4" \$200		

If you are placing an order for the inside front or back cover (higher rate), please be sure to note your preference. Requests for inside front or back cover placement are subject to availability. Please inquire on availability prior to submitting your insertion order. Please note the cancellation and refund policy in the Rate Card.

Your advertising reservation is not considered complete until the Insertion Order form is received at the FSA executive office and acknowledged by FSA staff as received. The Insertion Order can be faxed to Kari Glisson, CAE at 850/656-3038 or emailed to kari@fsahq.org. All digital artwork (High-Res PDF only) must be sent to: FSA Today, c/o Kari Glisson kari@fsahq.org.

The Florida Society of Anesthesiologists Newsletter reserves the right to reject any advertisement that does not conform to the overall values and ethics of the profession. Advertisements will be accepted as long as they do not misrepresent, libel or slander. FSA is not responsible for ad content.