

**Issue**

Winter (First Quarter)  
Spring (Second Quarter)  
Summer (Third Quarter)  
Fall (Fourth Quarter)

**Space & Art Deadline**

January 15  
April 15  
July 15  
October 15

**Submission Instructions:** Advertisements should be submitted via a high resolution PDF (300 dpi or higher). Please email your advertisement files to Kari Glisson at kari@fsahq.org and call 800/400-3211 to confirm receipt.

All advertisements must be directly related to medicine or practice issues. The FSA reserves the right to refuse any advertisement submissions.

**Exhibitor and Sponsorship Opportunities:** June 25-27, 2010, June 10-12, 2011, June 8-10, 2012 and June 7-9, 2013 are the dates for the future four FSA annual meetings at the Breakers Resort in Palm Beach, Florida. Numerous sponsorship and exhibit opportunities are available for more direct interaction with members. Please contact Kari Glisson at kari@fsahq.org or 850/656-8848 for more information.

**Membership Privileges:** Special services are available to members of FSA. For more information, contact the FSA Membership department at (850) 656-8848.

**CANCELLATION/REFUND POLICY:** Refunds on reserved space are not permitted. All ads must be reserved by submitting an insertion order to the executive office, which constitutes a binding agreement for timely payment. Payment in full is required no later than 30 days from the date of receipt of the insertion order. Please understand that can be no exceptions to this policy.

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**FSA TODAY**

The Quarterly Newsletter

of the

Florida Society of Anesthesiologists

**Advertising Rate Card**

Effective November 2009

*The FSA Today is a quarterly publication of the  
Florida Society of Anesthesiologists  
P.O. Box 13978 • Tallahassee, Florida 32317  
(850) 656-8848 • Fax (850) 656-3038*

## **Decision Makers and Buyers see your ad!**

The Florida Society of Anesthesiologists newsletter, FSA Today, reaches more than 2,000 anesthesiologists throughout Florida, four times a year, via regularly scheduled quarterly issues.

Our coverage provides medical professionals and decision makers with a comprehensive source of information that affects their industry.

Our readers make key decisions about products, services, investments, personnel, and more.

## **Why is the FSA Today so important?**

Anesthesiologists want information. Our coverage provides physicians with a single source for information that affects their practices.

Our readers express commitment to the profession by joining the Florida Society of Anesthesiologists. The FSA Today is their primary means of communication.

## **The FSA Today provided comprehensive coverage — issue after issue.**

Every issue furnishes news and information that parallel our member's interests, including analysis on industry and public policy trends.

**Relative cost of reaching a Florida Anesthesiologist — as little as 10 cents per reader!**  
**Our readers are ready to hear from you TODAY!**

Black and White	1 Time	4 Times	Width	Depth
Full page	\$1000.00	\$850.00	6 1/2" x	9 3/8"
1/2 page horizontal	500.00	425.00	6 1/2" x	4 7/8"
1/2 page vertical	500.00	425.00	9 3/8" x	3 1/8"
1/4 page vertical	375.00	318.75	3 1/8" x	4 7/8"
1/8 page (business card)	200.00	170.00	3 1/8" x	2 1/4"

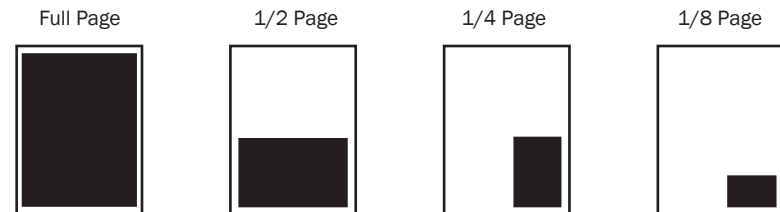
Cover Positions	1 Time	4 Times	Width	Depth
Inside Front Cover	\$1150.00	\$977.50	7 1/2" x	10"
Inside Back Cover	1050.00	892.50	7 1/2" x	10"

No extra charge for color or bleeds. The FSA Today is now distributed electronically only.

**Special Positions Guarantees:** An extra 15% computed on applicable rate. Subject to approval from the Editor prior to published closing date.

**Frequency Discount:** Frequency discounts based upon advance space contracts. Insertions must be complete during twelve consecutive months or short rate applied.

**Production and Typesetting:** Submission of digital print-ready art by the published deadlines is the responsibility of the advertiser.



**Preferred Material:** Advertisements should be submitted via a high resolution PDF (300 dpi or higher). Please email your advertisement files to Kari Glisson at kari@fsahq.org and call 800/400-3211 to confirm receipt. All files will be used "as is". Neither FSA nor its staff will alter your files to ensure printing quality and are not responsible for the quality of ad files submitted from advertisers.

**Binding:** Electronic newsletter; no binding.

\*Submission of digital print-ready art is the responsibility of the advertiser. Material from most recent insertion will be used if new material is not received by art deadline.