TEXAS MEDICAL ASSOCIATION 2020 MEDIA KIT

ADVERTISEMENT OPPORTUNITIES
TMA ADVERTISING OPPORTUNITIES

Thousands of Texas physicians and health care experts turn to TMA as a trusted source for news and information. Our high-traffic, award-winning publications feature legislative analysis, practice management guidance, professional development, and compelling physician stories. Get connected with physician leaders, medical students, new prospects, and other influential members of the medical community. Choose from cost-effective print and online placements, e-newsletters, and custom packages.

<table>
<thead>
<tr>
<th>PRINT AND DIGITAL</th>
<th>INSERTION DATE (preceding date of publication)</th>
<th>MATERIALS DUE (preceding date of publication)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas Medicine</td>
<td>1st day of the month</td>
<td>6th of the month</td>
</tr>
<tr>
<td>Texas Medicine Today</td>
<td>15th day of the month</td>
<td>1 week</td>
</tr>
<tr>
<td>TMA Daily Headlines</td>
<td>15th day of the month</td>
<td>1 week</td>
</tr>
<tr>
<td>TMA website banner ads</td>
<td>Any day of the month</td>
<td>1 day</td>
</tr>
</tbody>
</table>

Enhance your ad placements with conference sponsorship and exhibit space

<table>
<thead>
<tr>
<th>CONFERENCES AND EVENTS</th>
<th>PROGRAM DEADLINE</th>
<th>SPONSOR DEADLINE</th>
<th>EXHIBIT DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Conference, Austin</td>
<td>Dec. 7, 2019</td>
<td>OPEN UNTIL SOLD OUT</td>
<td>---</td>
</tr>
<tr>
<td>Jan. 24-25, 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TexMed 2020, Fort Worth</td>
<td>April 15, 2020</td>
<td>April 24, 2020</td>
<td>April 24, 2020</td>
</tr>
<tr>
<td>May 1-2, 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall Conference, Bastrop</td>
<td>Aug. 4, 2020</td>
<td>OPEN UNTIL SOLD OUT</td>
<td>---</td>
</tr>
<tr>
<td>Sept. 11-12, 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Women in Medicine Sponsorship available for all above events

Contact Belinda.Bininger@texmed.org with advertisement inquiries.
MEMBERSHIP BY THE NUMBERS

53,000 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%

YEARS IN PRACTICE
- 0-5: 17%
- 6-10: 13%
- 11-20: 23%
- 21-30: 20%
- 31+: 27%

MEMBER AGES
- <30-39: 22%
- 40-49: 22%
- 50-59: 20%
- 60+: 35%

PRACTICE LOCATIONS
- East: 31%
- North: 29%
- Central: 18%
- South: 15%
- West: 7%

PRACTICE SIZE AND MEMBER TYPE
- Serve in a practice with 1-5 physicians: 57%
- Serve in a practice with 6 or more physicians: 43%
- 74% Physicians
- 13% Residents
- 13% Students
Texas Medicine is an award-winning monthly 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 texmed.org/TexasMedicine.

42,000+ 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

DEADLINES AND ADDITIONAL DETAILS

- Ad insertion orders are due the 15th of the month prior to the date of publication.
- Ad materials are due the sixth of the 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 a consecutive 12-month timeframe.
- 90-day cancellation notice is required.

Contact Belinda.Bininger@texmed.org with advertisement inquiries.
RATES AND TECHNICAL SPECIFICATIONS

DISPLAY ADVERTISING

Full- and partial-page advertisements are carried throughout the magazine, with four-color and PMS promatched colors available. For custom inserts, please contact the TMA advertising office for a quote.

MONTHLY ADVERTISING RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$2,852</td>
<td>$2,357</td>
<td>$2,093</td>
<td>$1,919</td>
</tr>
<tr>
<td>2/3</td>
<td>$1,801</td>
<td>$1,492</td>
<td>$1,324</td>
<td>$1,211</td>
</tr>
<tr>
<td>1/2</td>
<td>$1,552</td>
<td>$1,288</td>
<td>$1,142</td>
<td>$1,041</td>
</tr>
<tr>
<td>1/3</td>
<td>$1,176</td>
<td>$974</td>
<td>$839</td>
<td>$754</td>
</tr>
<tr>
<td>1/6</td>
<td>$743</td>
<td>$614</td>
<td>$524</td>
<td>$464</td>
</tr>
<tr>
<td>Back Cover</td>
<td>N/A</td>
<td>N/A</td>
<td>$4,444</td>
<td>$3,944</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>N/A</td>
<td>N/A</td>
<td>$4,034</td>
<td>$3,550</td>
</tr>
</tbody>
</table>

Advertorials are available subject to approval and must be submitted 60 days ahead of the publication date.

AD DIMENSIONS

Monthly advertising, full color. All dimensions are in inches.

- FULL PAGE (BLEED) 8.5” x 11.125”
- FULL PAGE (NONBLEED) 7.1875” x 9.75”
- 2/3 PAGE 4.6875” x 9.75”
- 1/6 VERT. 2.25” x 4.8125”
- 1/3 HRZ. 4.6875” x 4.8125”
- 1/6 HRZ. 4.6875” x 2.375”
- 1/2 VERT. 2.25” x 9.75”
- 1/3 VERT. 4.6875” x 7.25”

MECHANICAL SPECIFICATIONS

- Binding: saddle stitch
- Trim size: 8.25 in. x 10.875 in.
- Live area: 6.75 in. x 9 in.
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, practice specialty, and persona profiles as well as geography and other demographics. Content marketing and advertorials are available subject to approval.

See the latest newsletter at texmed.org/TMT.

### BANNER ADVERTISING

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

<table>
<thead>
<tr>
<th></th>
<th>3-Month</th>
<th>6-Month</th>
<th>12-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong> 728 W x 90 H pixels</td>
<td>$7,500</td>
<td>$12,000</td>
<td>$18,000</td>
</tr>
<tr>
<td><strong>Square</strong> 200 W x 200 H pixels</td>
<td>$6,000</td>
<td>$9,000</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

### 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.

Contact Belinda.Bininger@texmed.org with advertisement inquiries.
TEXAS MEDICAL ASSOCIATION

FOUNDED IN 1853
TMA DAILY HEADLINES

TMA Daily Headlines 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/TMADailyHeadlines.

47,000+ SUBSCRIBERS

9% HIGHER open rate than the national average

4X MORE ad clicks than the national average

160,915+ monthly ad impressions

BANNER ADVERTISING

Advertisers receive one ad, one day per week. Three-month minimum commitment, price per month.

<table>
<thead>
<tr>
<th>Format</th>
<th>3-Month</th>
<th>6-Month</th>
<th>12-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>728 W x 90 H pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>300 W x 250 H pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>160 W x 600 H pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only one placement offered</td>
<td></td>
<td></td>
<td></td>
</tr>
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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.

Contact Belinda.Bininger@texmed.org with advertisement inquiries.
Texas physicians turn to the TMA website as their trusted source for hot topics and health care-related information.

Advertisers who include online advertising in their marketing plan can reach these connected physicians and further enhance their brand’s exposure with banner ads on texmed.org.

Contact Belinda.Bininger@texmed.org with advertisement inquiries.
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/Ethics_CME (ethics 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)

<table>
<thead>
<tr>
<th></th>
<th>1-Month</th>
<th>3-Month</th>
<th>6-Month</th>
<th>12-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Premium Pages</td>
<td>$1,200</td>
<td>$900</td>
<td>$700</td>
<td>$500</td>
</tr>
<tr>
<td>Select Premium Page</td>
<td>$1,400</td>
<td>$1,000</td>
<td>$800</td>
<td>$600</td>
</tr>
</tbody>
</table>

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/Operations (practice operations)
- texmed.org/HIT (health information technology)
- texmed.org/Scope (scope of practice)

<table>
<thead>
<tr>
<th></th>
<th>1-Month</th>
<th>3-Month</th>
<th>6-Month</th>
<th>12-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Standard Pages</td>
<td>$800</td>
<td>$600</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>Select Standard Page</td>
<td>$1,000</td>
<td>$700</td>
<td>$600</td>
<td>$500</td>
</tr>
</tbody>
</table>

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.

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)