TMA ADVERTISING OPPORTUNITIES

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 in TMA’s high-traffic media and website. Our award-winning publications feature legislative analysis, best practices for patient care, practice management guidance, professional development, and compelling physician stories. Connect with physician leaders, medical students, new prospects, and other influential members of the medical community. Choose from cost-effective digital and print placements, or build a custom package. *Customizable ad placements are available upon request.*

### PRINT AND DIGITAL

<table>
<thead>
<tr>
<th>Publication</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*

### CONFERENCES AND EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Program Deadline</th>
<th>Sponsor Deadline</th>
<th>Exhibit Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Conference, Virtual</td>
<td>N/A</td>
<td>OPEN UNTIL SOLD OUT</td>
<td>---</td>
</tr>
<tr>
<td>Jan. 29-30, 2021</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TexMed 2021, Hybrid</td>
<td>April 16, 2021</td>
<td>May 3, 2021</td>
<td>May 7, 2021</td>
</tr>
<tr>
<td>May 14-15, 2021</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021 Fall Conference, TBD</td>
<td>Aug. 4, 2021</td>
<td>OPEN UNTIL SOLD OUT</td>
<td>---</td>
</tr>
<tr>
<td>Sept. 17-18, 2021</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact [Belinda.Bininger@texmed.org](mailto:Belinda.Bininger@texmed.org) with advertisement inquiries.
MEMBERSHIP BY THE NUMBERS

55,000+ 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
- East 31%
- North 29%
- Central 18%
- South 15%
- West 7%

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

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

PRACTICE SIZE AND MEMBER TYPE
- 57% Serve in a practice with 1-5 physicians
- 43% Serve in a practice with 6 or more physicians

74% Physicians
13% Residents
13% Students

Contact Belinda.Bininger@texmed.org with advertisement inquiries.
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.

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

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>
<tr>
<td>Advertorial</td>
<td>$3,500</td>
<td></td>
<td></td>
<td></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”

1/2 HRZ. 7.1875” x 4.8125”

1/6 HRZ. 4.6875” x 2.375”

1/3 VERT. 2.25” x 9.75”

1/2 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.

Contact Belinda.Bininger@texmed.org with advertisement inquiries.
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>Format</th>
<th>3-Month</th>
<th>6-Month</th>
<th>12-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper 160 W x 600 H pixels</td>
<td>$7,500</td>
<td>$12,000</td>
<td>$18,000</td>
</tr>
<tr>
<td>Square 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.
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.

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.

<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>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>728 W x 90 H pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,500</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 Only one placement offered</td>
<td></td>
<td></td>
<td></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.
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.

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/PracticeOperations (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.

Contact Belinda.Bininger@texmed.org with advertisement inquiries.