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

• TMA WEBSITE
## PUBLICATIONS AND EVENTS CALENDAR

### PRINT AND DIGITAL

<table>
<thead>
<tr>
<th>Publication</th>
<th>Insertion Date</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas Medicine</td>
<td>1st of the month</td>
<td>4th of the month</td>
</tr>
<tr>
<td>Texas Medicine Today</td>
<td>15th of the month</td>
<td>1 week</td>
</tr>
<tr>
<td>TMA Medical News Round-up</td>
<td>15th 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>

### CONFERENCES AND EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Program Deadline</th>
<th>Sponsor Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Conference</td>
<td>Jan. 16, 2023</td>
<td>Jan. 6, 2023</td>
</tr>
<tr>
<td>Jan. 27-28, Austin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TexMed 2023</td>
<td>April 14, 2023</td>
<td>April 7, 2023</td>
</tr>
<tr>
<td>May 19-20, Fort Worth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall Conference</td>
<td>Sept. 8, 2023</td>
<td>Sept. 1, 2023</td>
</tr>
<tr>
<td>Sept. 22-23, Bastrop</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MEMBERSHIP BY THE NUMBERS

56,000+ 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: 33%
- North: 30%
- Central: 15%
- South: 15%
- West: 7%

MEMBER AGES
- < 39: 25%
- 40-49: 15%
- 50-59: 16%
- 60+: 28%
- Unknown: 16%

YEARS IN PRACTICE
- 0-5: 10%
- 6-10: 12%
- 11-20: 29%
- 21-30: 19%
- 31+: 30%

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

Contact Belinda.Bininger@texmed.org • texmed.org/Marketing
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 texmed.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 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 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**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>10X</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>Advertorial</td>
<td>$3,500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**AD DIMENSIONS**
Full-color advertising. 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”

- **1/3 VERT.**
  - 2.25” x 9.75”

- **1/2 VERT.**
  - 4.6875” x 7.25”

- **1/6 HRZ.**
  - 4.6875” x 2.375”

**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 and other demographics. Sponsored content is subject to approval with limited availability.

See the latest newsletter at texmed.org/TMT.

### BANNER ADVERTISING

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

<table>
<thead>
<tr>
<th></th>
<th>3-Month</th>
<th>6-Month</th>
<th>12-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square With Sponsored Content 200 W x 200 H pixels One sponsored content per quarter on Thursdays</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Square 200 W x 200 H pixels</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### 46,000+ SUBSCRIBERS

31% higher open rate than the national average

5x more ad clicks than the national average

249,392 monthly ad impressions

### 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 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.

<table>
<thead>
<tr>
<th>Format</th>
<th>3-Month</th>
<th>6-Month</th>
<th>12-Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masthead</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>728 W x 90 H pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<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>
</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.
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)

<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>

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)

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.