TMA 360 VENDOR PROGRAM
MARKETING OPPORTUNITIES IN 2022
TEXMED.ORG/MARKETING
Join the TMA 360 Vendor Program to market directly to Texas physicians – alongside TMA and wherever we go. TMA supporters are promoted throughout the year.

Businesses can choose from a robust menu of key advertising opportunities, many offered exclusively through the 360 Vendor Program. Select from one of five annual programs featuring integrated marketing across TMA channels and at TMA events.

TMA OUTREACH CHANNELS
- TMA Website
- *Texas Medicine* magazine
- *Texas Medicine Today* e-newsletter
- *Medical News Roundup* e-digest
- New Member Welcome Packets
- Member Education
- Event Sponsorship
- Sections Sponsorship
- Swag Bag Insert
- Business Directory
- Virtual Vendor Fairs
- Starting A Medical Practice Manual

TMA PHYSICIAN AUDIENCES
- Academic Physicians
- Border-Area Physicians
- Employed Physicians
- International Medical Graduate Section (IMG)
- LGBTQ Health Section
- Medical Student Section (MSS)
- New-To-Texas Physicians
- Resident and Fellow Section (RFS)
- Retired Physicians
- Rural Physicians
- Women Physicians Section (WPS)
- Young Physician Section (YPS)

Save Up To 20%

5 Marketing Options
- Digital • Print • Events
- Education • Swag

Open Use Badge
# TMA 360 Vendor Program

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Directory Listing</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Print – Standalone</td>
<td>12x Full Page</td>
<td>12x Half Page</td>
<td>3x 1/3 Page</td>
<td>3x 1/6 Page</td>
<td>No</td>
</tr>
<tr>
<td>Print – Shared</td>
<td>4x Full Page</td>
<td>4x Full Page</td>
<td>4x Full Page</td>
<td>4x Full Page</td>
<td>4x Full Page</td>
</tr>
<tr>
<td>Digital – Standalone</td>
<td>12x Premium Banner</td>
<td>12x Premium Banner</td>
<td>6x Standard Banner</td>
<td>3x Standard Banner</td>
<td>No</td>
</tr>
<tr>
<td>Digital – Shared Promo</td>
<td>4x</td>
<td>4x</td>
<td>4x</td>
<td>4x</td>
<td>No</td>
</tr>
<tr>
<td>Starting A Medical Practice</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Manual – Business Card Ad</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>TexMed, Winter and Fall</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Conference Shared Sponsor,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and Swag Bag Insert</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TexMed Standalone Booth</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>and Table Package</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored TMT Content – Standalone</td>
<td>4x</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
<td>No</td>
</tr>
<tr>
<td>New Member Welcome Packet</td>
<td>12 months</td>
<td>12 months</td>
<td>6 months</td>
<td>3 months</td>
<td>12 months</td>
</tr>
<tr>
<td>TMA Education Content/</td>
<td>Yes If Approved</td>
<td>Yes If Approved</td>
<td>Yes If Approved</td>
<td>Yes If Approved</td>
<td>No</td>
</tr>
<tr>
<td>Speaking Provider</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Sections Banner and</td>
<td>12x Rotating Banner</td>
<td>12x Rotating Banner</td>
<td>6x Rotating Banner</td>
<td>3x Rotating Banner</td>
<td>No</td>
</tr>
<tr>
<td>Swag Bag Insert at TBA Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TMA Quarterly Virtual</td>
<td>4x</td>
<td>2x</td>
<td>2x</td>
<td>1x</td>
<td>No</td>
</tr>
<tr>
<td>Vendor Fair with Social Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor Cost</td>
<td>$50,000.00</td>
<td>$35,000.00</td>
<td>$20,000.00</td>
<td>$12,000.00</td>
<td>$4,200.00</td>
</tr>
<tr>
<td>% Discount</td>
<td>20% off</td>
<td>15% off</td>
<td>11% off</td>
<td>4% off</td>
<td>-</td>
</tr>
<tr>
<td>Monthly Installments – 12</td>
<td>$4,166.66/month</td>
<td>$2,916.66/month</td>
<td>$1,666.66/month</td>
<td>$1,000.00/month</td>
<td>$350.00/month</td>
</tr>
</tbody>
</table>

The Texas Medical Association does not endorse third party advertisers including TMA 360 Vendors unless specifically stated in the advertisement. TMA 360 Vendors pay fees in exchange for TMA advertising, sponsorship, and designation as a TMA supporter.

Contact Belinda.Bininger@texmed.org • texmed.org/Marketing
DIGITAL AND PRINT ADVERTISING

TEXAS MEDICINE

*Texas Medicine is an award-winning monthly magazine mailed via hard copy to Texas physicians and is also publicly available online.

TEXAS MEDICINE TODAY*

*Texas Medicine Today is a daily e-newsletter delivering legislative, legal, economic, public health, and association news affecting Texas physicians and patients.

MEDICAL NEWS ROUNDUP*

*Medical News Roundup is a daily e-digest featuring the most relevant news in medicine as reported in the previous day’s media.

TMA WEBSITE

Thousands of physicians regularly turn to the TMA website as a trusted source for current health care information, best practices, and hot topics in medicine.

* Available as an add-on. 360 Vendor discount percentages apply.
Continuing medical education (CME) is a requirement for all Texas physicians. TexMed is TMA’s largest annual conference and is free for members.

TMA hosts two conferences each year with a primary focus on association leadership meetings. These events are popular for networking.

These diverse special interest groups advance TMA policy on key issues to shape the future of medicine and improve the health of all Texans.

The TMA Career Center connects physicians across all specialties and medical professionals with top health care employers in Texas.

* Available as an add-on. 360 Vendor discount percentages apply.
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
- < 39: 28%
- 40-49: 16%
- 50-59: 16%
- 50-59: 29%
- UNKNOWN: 11%

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

TEXMED.ORG/MARKETING