TEXAS MEDICAL ASSOCIATION
360 VENDOR PROGRAM
Market directly to Texas physicians alongside TMA, wherever we go, all year long.

Join the TMA 360 Vendor Program for discounted standalone advertising, shared promotions, content marketing, and event sponsorship. Select from one of five annual programs featuring integrated marketing across TMA channels and at TMA events.

Save Up To 20%

5 Marketing Options
Digital • Print • Events Education • Swag

Open Use Badge

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 In 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)
## 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><strong>Business Directory Listing</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Print – Standalone</strong></td>
<td>10x Full Page</td>
<td>10x Half Page</td>
<td>3x 1/3 Page</td>
<td>3x 1/6 Page</td>
<td>No</td>
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<tr>
<td><strong>Print – Shared</strong></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><strong>Digital – Standalone</strong></td>
<td>12x Premium Banner</td>
<td>12x Premium Banner</td>
<td>6x Standard Banner</td>
<td>3x Standard Banner</td>
<td>No</td>
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<tr>
<td><strong>Digital – Shared Promo</strong></td>
<td>4x</td>
<td>4x</td>
<td>4x</td>
<td>4x</td>
<td>No</td>
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<tr>
<td><strong>Starting In Medical Practice Manual – Business Card Ad</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<tr>
<td><strong>TexMed, Winter and Fall Conference Shared Sponsor, and Swag Bag Insert</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td><strong>TexMed Standalone Booth and Table Package</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td><strong>Sponsored TMT Content – Standalone</strong></td>
<td>4x</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
<td>No</td>
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<tr>
<td><strong>New Member Welcome Packet</strong></td>
<td>12 months</td>
<td>12 months</td>
<td>6 months</td>
<td>3 months</td>
<td>12 months</td>
</tr>
<tr>
<td><strong>TMA Education Content/ Speaking Provider</strong></td>
<td>Yes If Approved</td>
<td>Yes If Approved</td>
<td>Yes If Approved</td>
<td>Yes If Approved</td>
<td>No</td>
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<tr>
<td><strong>Special Sections Banner and Swag Bag Insert at TBA Events</strong></td>
<td>12x Rotating Banner</td>
<td>12x Rotating Banner</td>
<td>6x Rotating Banner</td>
<td>3x Rotating Banner</td>
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<tr>
<td><strong>TMA Quarterly Virtual Vendor Fair with Social Media Promo</strong></td>
<td>4x</td>
<td>2x</td>
<td>2x</td>
<td>1x</td>
<td>No</td>
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<tr>
<td><strong>Vendor Cost</strong></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>
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<tr>
<td><strong>% Discount</strong></td>
<td>20% off</td>
<td>15% off</td>
<td>11% off</td>
<td>4% off</td>
<td>-</td>
</tr>
<tr>
<td><strong>Monthly Installments – 12</strong></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>
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</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.
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.
CONFERENCES, SECTIONS, AND CAREER CENTER

TEXMED
Continuing medical education (CME) is a requirement for all Texas physicians. TexMed is TMA’s largest annual conference and is free for members.

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

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

TMA CAREER CENTER*
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.

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

TEXMED.ORG/MARKETING