ROWLAND PUBLISHING, INC.

CREATIVE. **MEDIA.** SOLUTIONS.™

# TALLAHASSEE PHYSICIANS & MEDICAL RESOURCE GUIDE

## 2020–2021

## CONTENT

A one-stop resource guide that provides the reader easy and quick access to information about the physicians of the area. Major medical institutions and many medically related businesses will also be represented in the guide.

### Circulation/Distribution

| | |
|---|---|
| **Direct Mail of Tallahassee Magazine**<br>Polybagged insert to the Sept/Oct issue | **15,050** |
| **Tallahassee Newcomer Guide 2019–20 Edition**<br>Will run as a section of this annual resource guide August 2020–July 2021 | **7,000** |
| Extended Distribution | **6,050** |
| **Total Estimated Readership @ 3-3.5 per** | **84,300 - 92,730** |

**Online Exposure**

- Digital flipbook active for 12 months on *Tallahassee Magazine* website.
- All ads are linked to the advertiser's website. All addresses are linked to an online interactive map.

## DEADLINES

| | |
|---|---|
| Ad Closing/Materials Deadline | May 15, 2020 |
| Supplied Ads Deadline | June 12, 2020 |

## RATES

| | |
|---|---|
| Back Cover | $4,505 |
| Inside Front | $3,999 |
| Page 3 | $3,799 |
| Across from Table of Contents | $3,599 |
| Inside Back | $3,699 |
| 2-Page Spread | $5,805 |
| Full Page | $3,299 |
| 1/2 Page | $1,899 |
| 1/4 Page | $1,299 |

## AD SPECIFICATIONS

*(All specs are in inches, width by height)*

| | |
|---|---|
| Full Page | 7.25 x 10 |
| Full Page Bleed* | 8.625 x 11.125 |
| 1/2 Page Vertical | 3.5 x 10 |
| 1/2 Page Horizontal | 7.25 x 4.875 |
| 1/4 Page | 3.5 x 4.875 |

*(*Trim size: 8.375" x 10.875". Allow .125" bleed on all sides. Please keep all live material .375" from trim on all sides.)*

## FOR INFORMATION OR TO RESERVE SPACE, CALL YOUR ACCOUNT EXECUTIVE

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# INFO SHEET:

## TALLAHASSEE PHYSICIANS & MEDICAL RESOURCE GUIDE

### PRINTED DIRECTORY

The examples below illustrate the way listings will appear in the full medical directory.

### STANDARD LISTING

**Mark Cannella, M.D.**
2173-A Centerville Place
Tallahassee, FL 32308
(850) 385-0144

### ENHANCED LISTING

**M. Darrh Bryant, D.M.D.**
Restorative & Cosmetic Dentistry
1234 Timberlane Road
Tallahassee, FL 32312
(850) 656-5600
DrBryantdmd.com

### STANDARD LISTING RATES

Non-Advertisers ..... $195

** Select members of Capital Medical Society will receive a complimentary standard listing. (Membership list as of April 1, 2019.)*

### ENHANCED LISTING RATES

Advertisers ..... Included
Non-Advertisers ..... $375

** The 2019–20 Tallahassee Physicians & Medical Resource Guide will contain a link from your premium listing on the digital edition back to your website. You will also be included in the online geobase directory on TallahasseeMagazine.com.*

***(formatted look of all sample layouts subject to change)*

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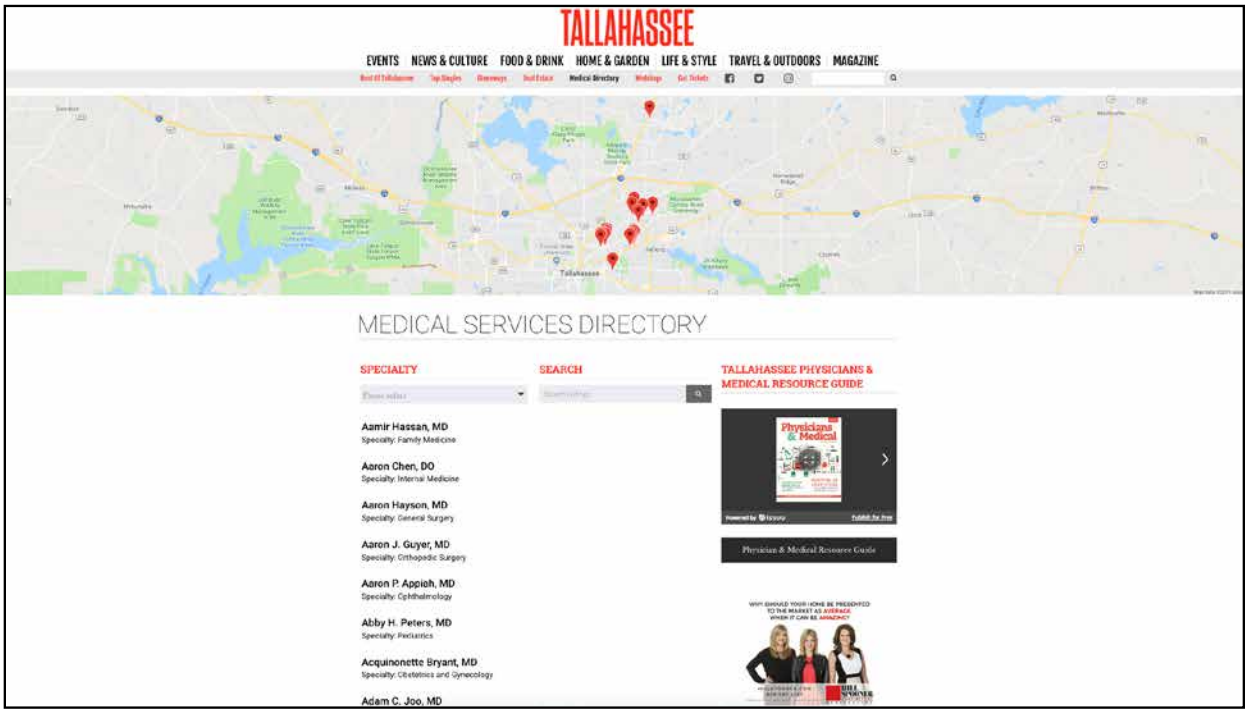
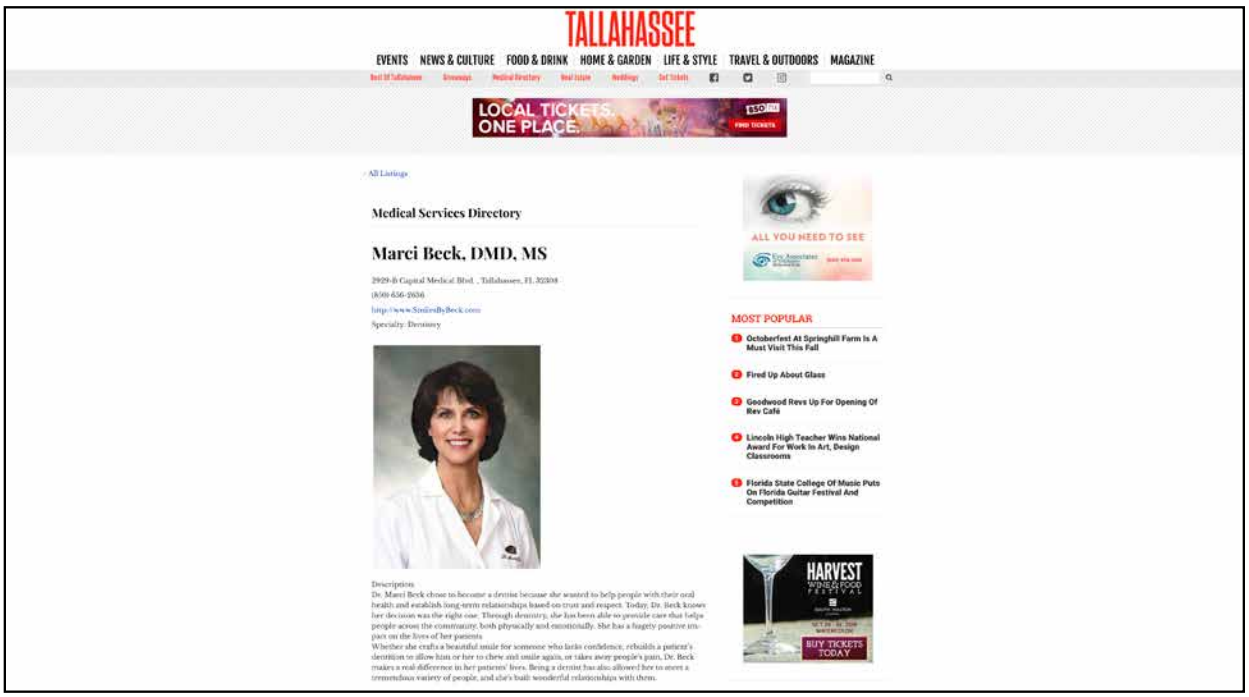
### GEOBASE DIRECTORY ON TALLAHASSEE MAGAZINE WEBSITE




### EXAMPLE OF AN INDIVIDUAL ENHANCED LISTING IN THE GEOBASE DIRECTORY

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