



CREATIVE. MEDIA. SOLUTIONS.™

TALLAHASSEE PHYSICIANS & MEDICAL RESOURCE GUIDE

2022

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	
Tallahassee homes (Direct mailed) <i>Polybagged insert to the November/December issue</i>	15,050
Tallahassee Newcomer Guide 2019-20 Edition <i>Will run as a section of this annual resource guide November 2021 - October 2022</i>	7,500
Extended distribution (IDI)	2,600
Total Estimated Readership @3-3.5 per	75,450-88,025
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	Aug. 1, 2021
Supplied Ads Deadline	Aug. 20, 2021

AD SIZES

- Back Cover
- Inside Front
- Page 3
- Across from Table of Contents
- Inside Back
- 2-Page Spread
- Full Page
- ½ Page
- ¼ Page

AD SPECIFICATIONS

All specs are in inches, width by height)

Full Page	7.25 x 10
Full Page Bleed*	8.625 x 11.125
½ Page Vertical	3.5 x 10
½ Page Horizontal	7.25 x 4.875
¼ 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 the trim on all sides.)

FOR INFORMATION OR TO RESERVE SPACE, CALL YOUR ACCOUNT EXECUTIVE

1932 Miccosukee Road • Tallahassee, FL 32308 • 850.878.0554 • Fax 850.807.5037 • rowlandpublishing.com



CREATIVE. MEDIA. SOLUTIONS.™

TALLAHASSEE PHYSICIANS & MEDICAL RESOURCE GUIDE 2022

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

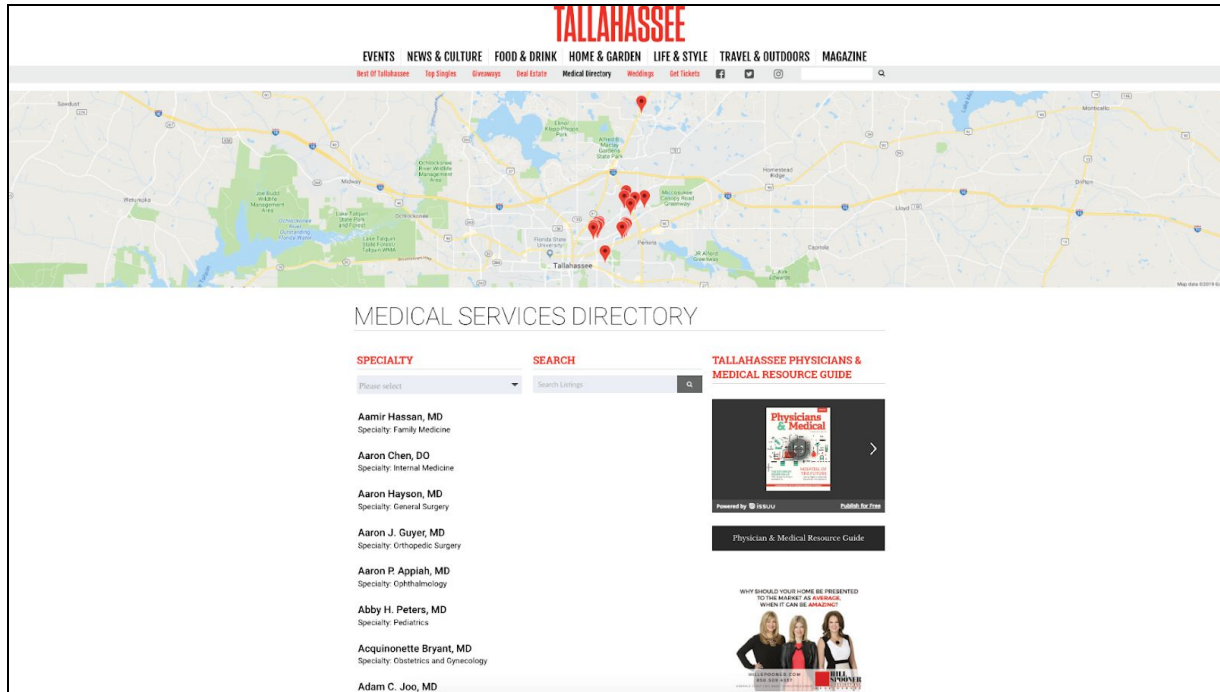
Advertisers **Included**
Non-Advertisers **\$195**

** The 2022 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)*

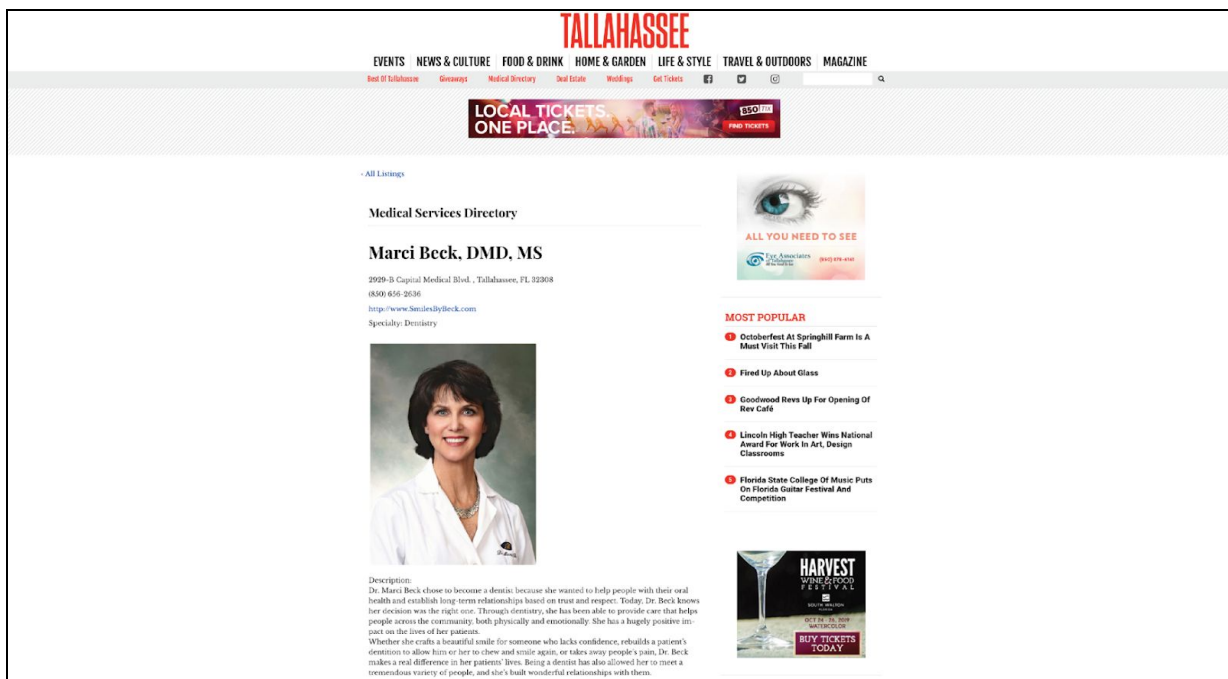
FOR INFORMATION OR TO RESERVE SPACE, CALL YOUR ACCOUNT EXECUTIVE

1932 Miccosukee Road • Tallahassee, FL 32308 • 850.878.0554 • Fax 850.807.5037 • rowlandpublishing.com

GEOBASE DIRECTORY ON TALLAHASSEE MAGAZINE WEBSITE



EXAMPLE OF AN INDIVIDUAL ENHANCED LISTING IN THE GEOBASE DIRECTORY



FOR INFORMATION OR TO RESERVE SPACE, CALL YOUR ACCOUNT EXECUTIVE

1932 Miccosukee Road • Tallahassee, FL 32308 • 850.878.0554 • Fax 850.807.5037 • rowlandpublishing.com