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NEW YEAR NEW LOOK!

*The best business publications in the world all have something in common...
a glossy look, in-depth editorial, provocative writing and brilliant photography.*

ANNOUNCING FMB: THE MOST IMPRESSIVE BUSINESS MAGAZINE RE-LAUNCH OF 2009

December 2008

Dear Advertiser:

FMB (Florida Medical Business) has made a strategic decision to convert to a monthly, glossy news magazine. This change creates a huge opportunity for us to expand and improve the editorial product we deliver to you.

We will still publish award-winning healthcare business journalism, and continue to bring you the med mal updates, the latest in Medicare Answers, the nuts and bolts of the Curbside Consult, the actions of the Board of Medicine and other standards.

But now, we'll have the time and space to publish more in-depth features, interviews and new departments, such as Regional Healthcare Status Reports from around the state, Technology Today, and directories of healthcare businesses by category.

Most importantly, the 4-color tabloid magazine will inject new energy into a classic that readers around the state have long depended upon. After more than 20 years of bringing you the most critical healthcare news, we won't stop now. We'll just do it better.

Our market research strongly suggests that a majority of advertisers favor the glossy environment to convey a classy and upscale message and find vastly improved value in a month long shelf life. At the same time, subscribers have responded overwhelmingly in favor of the change.

FMB is confident that the new format positions us to better serve our subscribers and advertisers. Enjoy reading and advertising in *FMB*, the magazine. We are certain you will find it more useful, timely and relevant than ever.

Happy Holidays from all of us at *FMB*.

Sincerely,

Jeffrey M. Herschler
Advertising Director

Anne Tschida
Editor

LAUNCH DATE: February 2009



Advertising Rates

2009

	1x	3x	6x	12x
Full	7403	5853	5098	4220
Junior	5783	4569	3982	3298
Half	5191	4101	3575	2959
Quarter	3372	2664	2321	1922
Eighth	2087	1649	1438	1190

All rates quoted are per advertising insertion. Add \$1200 surcharge per advertising insertion for full color. Surcharges apply for premium position. Add 25% on earned rate for Back Cover. Add 20% for Inside Back Cover or Inside Front Cover. Covers are always full pages (subject to Publisher override). Add 15% for p. 3 or p. 5. Mix and Match rules apply. For example, an advertiser can choose various sizes for the advertising schedule and apply the earned rate.



Edit Calendar

2009

PUBLICATION DATE	SPECIAL FOCUS
FEBRUARY	A HEALTHCARE REVOLUTION? The Great Policy Debate – What Do We Do Next?
MARCH	DOCTOR'S DAY These Group Practices Meet the Gold Standard
APRIL	MED MAL UPDATE Show Me the Money! How These Docs Boost Profits
MAY	HOSPITALS Acute Care, Specialty, LT Care Facility Profiles
JUNE	MEDICAL OFFICE MANAGEMENT Billing/Coding, Payroll & Benefits, Recruitment
JULY	MED MAL UPDATE Has Tort Reform Changed the Med Mal Landscape?
AUGUST	FIRST ANNUAL SURVIVAL GUIDE Your Blueprint for a Healthy Business
SEPTEMBER	HEALTHCARE EDUCATION A to Z Plus: Women in Medicine
OCTOBER	MED MAL UPDATE Plus: Medical Equipment Buyer's Guide
NOVEMBER	THE IMAGING ISSUE Plus: ASC Update
DECEMBER	COMPLIANCE How One Doctor Challenged the System and Won
JANUARY	MED MAL UPDATE Rate Charts for All FL Admitted Carriers

Mechanical Specs

2009

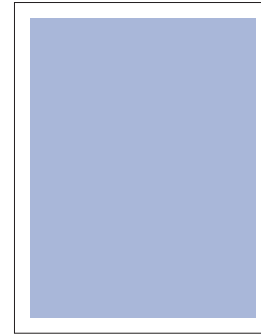


2 Page Spread

Bleed: 21.75" x 13.26"
Trim: 21.5" x 13"
Live Area: 21" x 12.5"

Gutter Spread Safety
 Allowance: 0.25" on each
 side of gutter

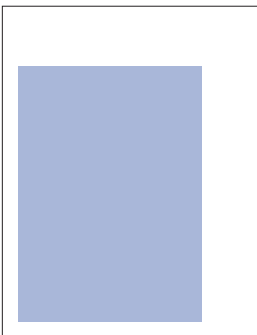
If text flows across both
 pages, it should cut between
 two words, not letters.



Full Page

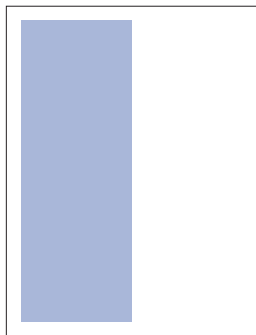
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Trim: 10.75 x 13"
Live Area: 10.25 x 12.5

Non-Bleed: 9.75" x 12"



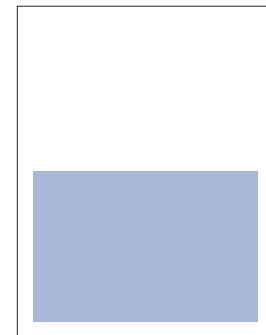
Junr Page

Non-Bleed:
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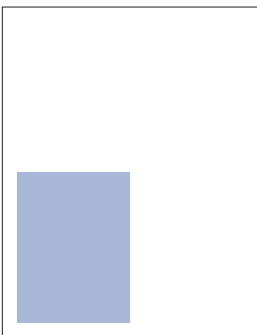
1/2 Vert.

Non-Bleed:
 4.687" x 12"



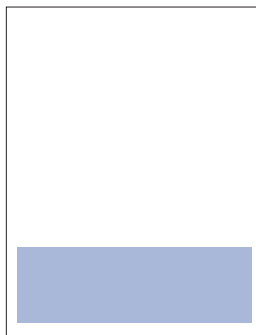
1/2 Horz.

Non-Bleed:
 9.75" x 6"



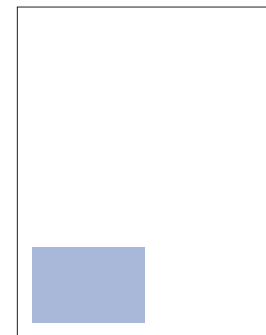
1/4 Vert.

Non-Bleed:
 4.687" x 5.937"



1/4 Horz.

Non-Bleed:
 9.5" x 2.844"



1/8 Page

Non-Bleed:
 4.687" x 2.844"

Format

- Florida Medical Business does not accept film negatives, veloxes or laser printed ads.
- PDFs files 4.0+ are preferred.
- For (Illustrator) EPS or (Photoshop) TIFF/JPG format, all fonts must be converted to outlines, all graphics linked and files should be 300 dpi at 100%.

Specifications

- 4-color must use CMYK – **NO RGB.**
 All color ads must include a color proof.
- **TRUE TYPE FONTS NOT ACCEPTED.**
- No type under 10 points is to have more than one color – either black or white.

Electronic ad submission:

email: ads@csmipi.com

*Please do not compress your files. If you need to compress due to space constraints please notify us by contacting the art department.