

Jacksonville & Northeast Florida

HEALTHCARE GUIDE™ & DUVAL COUNTY MEDICAL SOCIETY MEMBERSHIP DIRECTORY

2026-27 MEDIA KIT



HELPING PHYSICIANS
CARE FOR THE HEALTH
OF OUR COMMUNITY



The Jacksonville & Northeast Florida Healthcare Guide™, including the official Duval County Medical Society Membership Directory, is the exclusive medical directory used by Northeast Florida area doctors, surgeons and hospital administrators in the daily management of their practices. For more than two decades of publication, our book is highly recognized and sought-after as the only medical directory serving **Baker, Clay, Duval, Nassau** and **St. Johns** counties.



Providing quality publications for Jacksonville, Gainesville,
Orlando, Daytona & Southeast Georgia since 1996!

(904) 296.1304

8130 Baymeadows Cir. W., Ste. 101

Jacksonville, FL 32256

www.heritagepublishinginc.com

WHAT IS A MEDICAL DIRECTORY?

It is an annual, easy-to-use reference and referral publication, providing cutting edge and local healthcare editorials plus comprehensive listings of area medical offices, physicians, Duval County Medical Society (DCMS) and sub-chapter members, and much more. Additionally, the directory contains each healthcare provider's National Provider Identifier (NPI) number, necessary for billing insurance companies. It is an indispensable tool for physicians to conduct their business. The directory is kept on their desks and is used daily as their main source for patient referrals. Loved by many in the healthcare industry, the guide is dubbed by users as the healthcare "Bible."

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- DCMS Officers
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- Healthcare Editorials
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- Continuing Education

The Green Pages™

- Physicians & Surgeons Index
- Alphabetical Listings of Physicians & Surgeons by Specialty
- DCMS Members and Sub-Chapter Members Easily Identified
- Comprehensive A-Z Listings of Other Healthcare Services Available in Northeast Florida
- Healthcare Provider Listing and Revision Form
- Index of Advertisers

DEADLINES

CAMERA READY ARTWORK	DATE TO PRINTER	PUBLICATION
June 5, 2026	July 10, 2026	August 7, 2026



As VP of Marketing for a local hospital, I found the book to be in great demand among hospital staff (Discharge Planners, Case Managers, Social Workers, Nurses and Medical Staff) and physician offices. I truly believe the Jacksonville & Northeast Florida Healthcare Guide is one of the most useful directories in publication, and it is an excellent buy for advertisers.

- Bradley Garcia, RN, MBA, HealthCare Marketing Solutions



We routinely use the Jacksonville & Northeast Florida Healthcare Guide that you publish when processing patient referrals by our 40 referral specialists. We love this book, it is the most complete and comprehensive reference and resource Healthcare Guide in our region.

- Vanessa A. Rivers, Practice Manager III, St. Vincent's Referral Center



The yearly updated names, addresses and phone numbers are a valuable resource both for our business staff as well as our clinicians.

- Dr. and Mrs. Sheldon Kaplan



I have found this publication very helpful in my daily activities. This resource is very easy in researching physicians and with the physicians categorized by specialty, it reduces the time spent researching physicians.

- Karl Mader, RN OHNA, US Postal Service Medical Unit

2026-2027 ANNUAL ADVERTISING RATES

Premium Positions

Outside Back Cover.....	\$15,395
Inside Front Cover	\$9,125
Inside Back Cover	\$7,495
Tab Insert - Front Side & Back Side....	\$9,395
Tab Insert - Front Side	\$5,500
Tab Insert - Back Side.....	\$5,000
Full Pages 1-7	\$6,995

Standard Positions

Full Page With or Without Bleed	\$6,585
2/3 Page Vertical.....	\$5,450
1/2 Page	\$4,995
1/3 Page	\$3,185
1/6 Page	\$2,055
Website Banner for 12 months.....	\$1,200

HPI will provide each provider one complimentary listing under selected categories. Must be paid in full with contract.

Column Listings

3" Listing With Logo	\$1,540
2" Listing	\$1,125
Bold Listing	\$450
Regular Listing (2nd category).....	\$325
Additional Locations (ea.)	\$95
Web Address Listing	\$225
Additional Line(s) 20 Characters.....	\$125

**10,000
Copies
Distributed
Annually.**

Listings are not subject to discount and are payable in full with contract.

PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in InDesign (with supporting files) and high resolution PDF file formats
- Artwork submitted should be considered camera ready at a setting of no less than 300 dpi
- Submit artwork to: hpiart@heritagepublishinginc.com

SPECIAL ADVERTISING RATES

15% off
Agency
Discount

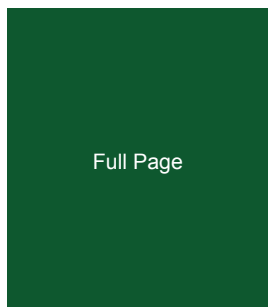
To qualify for an agency discount, your advertising agency must provide "camera ready" artwork in an acceptable file format as specified in the Printing Specifications & Artwork Submissions section above and include a bona fide Agency Insertion Order. This discount excludes Tab Inserts.

5% off
Prepayment

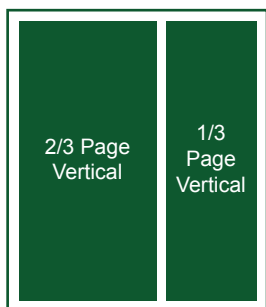
A discount of 5% is available to all advertisers who prepay in full upon contract. Tab inserts are required to pay 50% upon contracting and remaining 50% is due upon invoice terms. Tab Insert placement is determined by Heritage Publishing, Inc.

This publication is available digitally through the Heritage Publishing, Inc. website, making your advertisement available online and linking future customers directly to your company website.

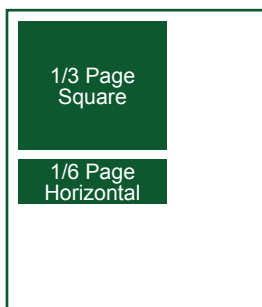
WEB BANNER Dimension: 287 px x 300 px



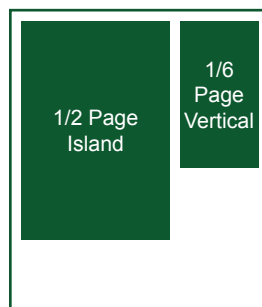
Trim Size: 8.375 x 10.875
Live Area: 7 x 9.75
Bleed: 8.625 x 11.125



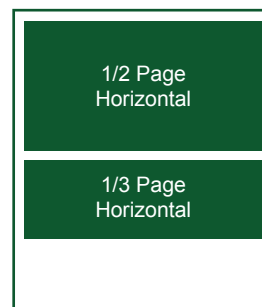
2/3 Pg. Vertical: 4.611 x 9.75
1/3 Pg. Vertical: 2.222 x 9.75



1/3 Pg. Square: 4.611 x 4.77
1/6 Pg. Horizontal: 4.611 x 2.3



1/2 Pg. Island: 4.611 x 7.348
1/6 Pg. Vertical: 2.222 x 4.792



1/2 Pg. Horizontal: 7 x 4.792
1/3 Pg. Horizontal: 7 x 3.138

All measurements are listed in inches.

Readership
in excess of
300,000
through printed
copies, digital
views, downloads
& Find-A-Doc.



DISTRIBUTION:

PHYSICIANS AND SURGEONS - MD, DO, DPM, OD, OTHER HEALTHCARE PROVIDERS

Mailed and hand-delivered to every physician, surgeon and DCMS member in the directory as well as all other healthcare providers (including audiologists, optometrists, podiatrists, psychologists, etc.).

AREA HOSPITALS

Distribution to all hospitals in Baker, Clay, Duval, Nassau and St. Johns counties with guaranteed delivery to the following: Nurse Administration, Marketing & Communication, Medical Records, social workers, case managers, discharge planners, medical libraries and referral coordinators.

HEALTHCARE COMPANIES - ANCILLARY

This directory is distributed to all clinics, diagnostic centers, home healthcare agencies, hospices, laboratories, medical equipment and supply companies, physical therapy offices, rehabilitation centers, etc.

PUBLIC & MEDICAL LIBRARIES

All public libraries and medical libraries receive deliveries within Baker, Clay, Duval, Nassau and St. Johns counties.

HEALTH AGENCIES AND ORGANIZATIONS

Mailed to all health agencies and organizations in the area.

AREA SENIOR HOUSING FACILITIES

Distributed/hand-delivered via courier services to all adult family care homes, assisted living facilities, retirement and life care communities, and skilled nursing facilities.

OTHER POINTS OF DISTRIBUTION IN THE AREA

The *Jacksonville & Northeast Florida Healthcare Guide™ & Duval County Medical Society Membership Directory* is also distributed in other outlets. All advertisers will receive a requested number of copies. Copies will be passed out at local health fairs and other promotional events within the market, including Duval County Medical Society events and meetings, and the Senior Expo in May and November.

INDIVIDUALS, FAMILY MEMBERS & CAREGIVERS BY REQUEST

**Complete listing of all copies delivered via courier service (Publication Distribution Services) is available upon request.*

***A certification of the number of copies printed is available upon written/email request to the publisher.*

TERMS & CONDITIONS

All contents of advertisements are subject to Editor and Publisher approval and any advertisement, insertion order or space reservation, or position commitment can be rejected or canceled at any time without cause. Heritage Publishing, Inc. (HPI) reserves the right to insert the word "advertisement" above or below any copy. Positioning of advertisements is at the discretion of the Publisher except where a written request for a specific preferred position is acknowledged and accepted by HPI. Any and all materials received or altered after the appropriate closing date will be subject to late handling charges. HPI is not responsible for ads not meeting our electronic specifications and will not be held liable for printing complications which may arise due to receipt of non-conforming materials. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the publication. HPI is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency or for changes made after closing dates. All advertisements are accepted and published in the publication with the understanding that the advertiser or agency is authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and separately, indemnify, defend and hold HPI harmless from and against any and all losses and expenses (including, without limitation, attorneys' fees) arising out of the publication of such advertisements including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity.



Duval County Medical Society

4150 Belfort Road Number 551538, Jacksonville, FL 32216

p: (904) 355-6561

w: dcmsonline.org

Dear Potential Advertiser,

Since 1853, the Duval County Medical Society (DCMS) has been dedicated to helping physicians care for the health of our community. For more than 171 years, our dedicated network of physicians has been working together to provide excellent care to the people of Northeast Florida. One of the essential tools that has helped ensure the pattern of exceptional referrals and outstanding communication has been the DCMS Membership Directory.

Today, DCMS is pleased to partner again with Heritage Publishing, Inc. (HPI) to create the official *Jacksonville & Northeast Florida Healthcare Guide™* & *Duval County Medical Society Membership Directory* (JHCG & DCMS Membership Directory)—a unified and comprehensive healthcare directory that will encompass the entire Northeast Florida healthcare industry. This new, combined publication will replace the existing DCMS Membership Directory and will be the only source for official DCMS content. In the new directory, our 2,500 medical society members will be listed, clearly identifiable and merged with the 5,800+ physicians listed in JHCG. HPI has been the publisher of the *Jacksonville & Northeast Florida Healthcare Guide™* (JHCG) since 1996. From the beginning, JHCG has been an indispensable tool in the medical community, and we are looking forward to helping expand this valuable publication.

HPI has announced the launch of their advertising sales campaign for the 2026-27 JHCG & DCMS Membership Directory. We are proud to recognize our exclusive relationship with HPI, and we encourage you to meet with their sales team to maximize your exposure in this widely used resource for local physicians and their office staff.

The purpose of this directory is to promote the concept of “members doing business with members and supporters,” and to provide a comprehensive, easy-to-use reference and referral guide. It is the only healthcare and membership directory approved by the DCMS Board of Directors and is an extremely popular reference and referral source for our physician members, their staff, local hospitals, healthcare facilities and healthcare providers. It also contains contact information for each DCMS member including NPI number, office address, phone numbers, fax numbers and links to websites. DCMS members are listed alphabetically, by last name, as well as by specialty for easy access. Physician listings are also provided for surrounding county medical societies managed by DCMS (Clay & Nassau—an additional 250+ physicians) to assist with physician referrals in Northeast Florida.

The combined JHCG & DCMS Membership Directory will be published annually and will debut on August 7, 2026. Ten thousand copies will be printed and will be distributed free-of-charge via USPS to all DCMS members. DCMS will also distribute the directory at meetings and seminars, to new members, and will sell additional copies to local hospitals, healthcare facilities and friends of medicine. Additionally, access to the combined digital directory will be available on www.HeritagePublishingInc.com and www.DCMSonline.org and will contain live links to all advertiser websites. Producing this valuable resource is entirely dependent on advertiser support, and we thank you for your consideration. Should you have any questions about this project, please do not hesitate to call me at 904-353-7536.

Thank you,

Fraser Cobbe
Executive Director
Duval County Medical Society
fcobbe@cobbemanagement.com
(904) 355-6561