

JACKSONVILLE & NORTHEAST FLORIDA HEALTHCARE GUIDE & DUVAL COUNTY MEDICAL SOCIETY MEMBERSHIP DIRECTORY CONTENTS

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- Physicians & Surgeons Index
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PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork May 17, 2019
 Advertiser’s Camera-Ready Artwork..... June 7, 2019
 Date to Printer July 12, 2019
 Publication Date August 2, 2019

2019-2020 ADVERTISING RATES

<i>Type of Advertisement</i>	<i>Rate</i>
Outside Back Cover	\$15,395
Inside Front Cover.....	\$9,125
Inside Back Cover	\$7,495
Tab Insert.....	\$9,395
Full Pages 1-7	\$6,995

Premium 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

Color

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

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

Column Listing

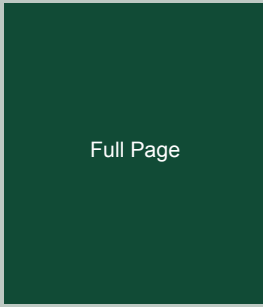
Listings are not subject to discount and are payable in full with contract.

Additional Line(s) 20 Character Limit - Approved Content Only	\$125
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PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

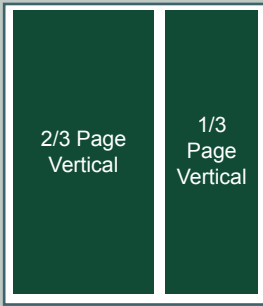
- Predesigned ads are accepted in InDesign (with supporting files) or high resolution PDF file formats
- Photos submitted should be considered high-resolution at a setting of no less than 300 dpi
- Submit artwork to: hpiart@heritagepublishinginc.com

All measurements are listed in inches.



Full Page

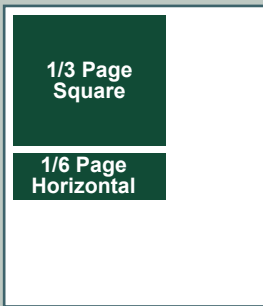
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 Live Area: 7 x 9.75
 Bleed: 8.625 x 11.125



2/3 Page Vertical

1/3 Page Vertical

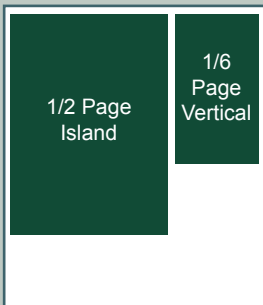
2/3 Pg. Vertical: 4.611 x 9.75
 1/3 Pg. Vertical: 2.222 x 9.75



1/3 Page Square

1/6 Page Horizontal

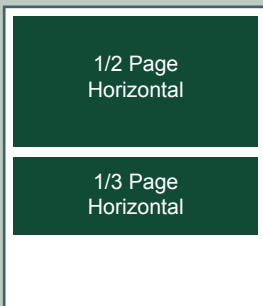
1/3 Pg. Square: 4.611 x 4.77
 1/6 Pg. Horizontal: 4.611 x 2.3



1/2 Page Island

1/6 Page Vertical

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



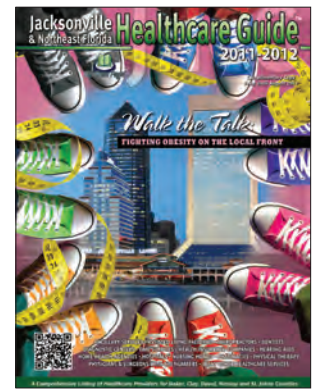
1/2 Page Horizontal

1/3 Page Horizontal

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

SPECIAL ADVERTISING RATES

- Agency discount is 15%. 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 below and include a bona fide Agency Insertion Order. **This discount excludes Tab Inserts.**
- A discount of 5% is available to all advertisers who prepay upon contract. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due upon ad approval.



A Part of the Jacksonville Medical Community for Over 20 Years

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 everywhere as the healthcare "Bible."

TESTIMONIALS FROM THE PEOPLE USING OUR DIRECTORY EVERY DAY!

"I wanted to send an email to tell you how wonderfully the Healthcare Guide works for our office. We have a referral clerk that uses it every day to find a doctor for the patient(s) to be referred to. Our office reps use this guide to locate doctors for medical release forms. The Healthcare Guide helps out in every area in the office. Thank you so much for making such a directory for our office to use."

-Fellisha B., UF Health Internal Medicine

"The Healthcare Guide is an easy-to-use, excellent tool and comprehensive reference source used at all of our locations to assist our patients and providers."

-Vanessa P., Family Physicians Group

"We use it daily for referring our patients to providers who can help them as well as referencing physician's information."

-Stephanie C., The Spine & Scoliosis Center

"We routinely use the Jacksonville Healthcare Guide that you publish when processing referrals."

-Vanessa R., St. Vincent's Referral Center

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.

READERSHIP IN EXCESS OF 300,000 THROUGH PRINTED COPIES, DIGITAL VIEWS AND DOWNLOADS.

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.



JACKSONVILLE & NORTHEAST FLORIDA HEALTHCARE GUIDE & DUVAL COUNTY MEDICAL SOCIETY MEMBERSHIP DIRECTORY

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.

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.*



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