



**Florida State Oriental
Medical Association**

FSOMA is a 501(c)6, not-for-profit professional association, serving Florida Licensed Acupuncturists since 1994. FSOMA's precursor, the Florida State Acupuncture Association (FSAA), was created in 1982, only 1 year after Acupuncture was legalized in Florida.

We have over 4500+ email subscribers from across the country.

Website traffic average per month: 2000-4000, and increasing annually

Social Media Platforms (updated November 2023)

- Instagram: 1357 followers
- Facebook: 1680 followers
- YouTube: 445 followers

Mailing Address: PO Box 10066 Bradenton, FL 34282

Phone: 800-578-4865

Email: director@fsoma.org | Support@fsoma.org

Website: www.fsoma.org

2024 Advertisement Opportunities

| Ad Type | Description & Details | Fee |
|---|--|-------|
| Journal Ads | | |
| Full page – print edition | Format: JPG or PNG Size: 8.5x11 | \$500 |
| Half page – print edition | Format: JPG or PNG Size: Horizontal 7.5x4.8 Vertical 3.6x10 | \$330 |
| Quarter page – print edition | Format: JPG or PNG Size: Horizontal 4.5x3.3 Vertical 3.3x4.5 | \$200 |
| Full page – online edition | Format: JPG or PNG Size: 8.5x11 | \$350 |
| Half page – online edition | Format: JPG or PNG Size: Horizontal 7.5x4.8 Vertical 3.6x10 | \$225 |
| Quarter page – online edition | Format: JPG or PNG Size: Horizontal 4.5x3.3 Vertical 3.3x4.5 | \$150 |
| Advertise in both Journal Editions and save 10% off | | |
| Community eNews - 1x weekly email to the entire database of 4,500 | Format: JPG or PNG Size: 700 wide px x 350 px Square 180x180px Text: 500 Characters (including spaces) * Includes 1 Social Media, 1 calendar post, 1 ad in monthly member Enews | \$250 |
| Social Media Post - 1 time | Format: JPG, PNG Size: Square 1080x1080px Text: 2000 including spaces - Twitter: 140 Characters (including spaces) - Facebook, Instagram, LinkedIn, Twitter | \$25 |
| Member E-News Ad - 1 time a monthly email to Members | Format: JPG, PNG Size: 700 wide px x 350 px Square 180x180px * Includes 1 calendar post | \$25 |

Advertisement Types:

1. Journal
 - a. 2 editions per year
 - i. May (Conference Edition) usually printed
 - ii. November (Research Articles from the profession and DAOM Graduates) online or print, depending on ads and sponsorship
 - b. Ads must be submitted 2 months before
 - i. May edition ads must be submitted by March 01
 - ii. November edition ads must be submitted by September 01
2. E-News
 - a. Sent out weekly to the entire membership - Current Membership count is about 700, and growing annually
 - b. Ad image will be linked to a URL of your choice.
 - i. Ad for Classes will be added to the FSOMA Calendar. <https://fsoma.org/calendar-events>
3. Social Media
 - a. We have 4 social media platforms (facebook, instagram, linkedin, and twitter - aka X)
 - b. Ad will be shared on all our social platforms
 - c. You may select the day and time you would like your ad to go out.
4. CEU, Events & Opportunities
 - a. 1 email exclusively with your ad sent out to the entire Florida Acupuncture Profession, including FSOMA members and non-members. Estimated to be 2500 blasts
 - b. Sent out on a Thursday, depending on availability.

Business Member Exclusive Benefits - Membership is \$500 per year

1. 1 free social media post per month
2. 1 Article Placement per year in the Journal
 - a. The article can be: clinical, write-up of a product, news about the herb supplier industry or more,
 - b. The article is limited to 600 words
3. 4 e-news ads per year in one of our weekly E-News
 - a. Send 4 in a row as a campaign or 1 time per quarter. (Highly recommended to include a special offer/ promotion for FSOMA members)
4. **20% discount on Journal Ads**