



Greater Orlando

HEALTHCARE GUIDE™

PHYSICIANS SOCIETY OF CENTRAL FLORIDA (PSCF) MEMBERSHIP
DIRECTORY & SENIOR SERVICES DIRECTORY

2020-2021 MEDIA KIT

The *Greater Orlando Healthcare Guide™ & Senior Services Directory*, now including the official Physicians Society of Central Florida Membership Directory, is a combination of two great publications and the exclusive annual medical directory and senior services directory used by Orlando area doctors, surgeons, PAs, nurses, practice administrators, referral coordinators and hospital administrators in the daily workings of their practice and patient referrals. It is also used by seniors, caregivers and area agencies on aging. For more than two decades of publication, this book is highly recognizable and sought-after as the only medical directory with high readership, reference ability and daily usage, serving Orange, Osceola and Seminole counties.



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

(904) 296-1304 | Fax: (904) 296-8522
9250 Baymeadows Rd., Ste. 460
Jacksonville, FL 32256

www.heritagepublishinginc.com



WE HAVE NOW COMBINED TWO BOOKS INTO ONE!

With informative articles and comprehensive information in both directories, we have incorporated the *Greater Orlando Healthcare Guide*™ and the *Orlando Senior Services Directory* into one easily navigated publication to be more inclusive and convenient for your use. With this combined book, not only will your advertisement be visible to healthcare professionals, but also to the senior community—who represent 58 percent of all healthcare spending, as well as their caregivers, nurses and home aides. This combined publication will allow your advertisement to reach more consumers in these key demographics. A dual sales campaign allows your advertisement to be placed in both the healthcare and senior services portions of the publication.

HEALTHCARE GUIDE CONTENTS

Editorial Sections

- Table of Contents
- PSCF Officers
- PSCF Foundation
- PSCF Membership Benefits
- PSCF Physicians Wellness Program
- Healthcare Editorials
- Legislative News
- Cutting Edge Technology
- Local Medical Articles
- Continuing Education

The Green Pages™

- Physicians & Surgeons Index
- Alphabetical Listing of Physicians & Surgeons with Page Number Reference
- PSCF Members and Sub-Chapter Members Easily Identified
- Categorical Listing of Physicians & Surgeons by Specialty
- Comprehensive A-Z Listing of Other Healthcare Services Available in Central Florida
- Healthcare Provider Listing and Revision Form
- Index of Advertisers

SENIOR SERVICES DIRECTORY CONTENTS

Directory Section & The Action Senior Pages

- Table of Contents
- Editorials for Seniors
- Comprehensive Categorical List of Senior Services, Facilities & Programs

DEADLINES

CAMERA READY ARTWORK	DATE TO PRINTER	PUBLICATION
September 14, 2020	October 21, 2020	November 13, 2020



We tracked how many referrals we received from the Greater Orlando Healthcare Guide and Senior Services Directory and I would like to report that our advertisement brought in 39 referrals (i.e. new patients).

- Richard Torres, Practice Administrator, Celebration Orthopaedic and Sports Medicine Institute



We use our Orlando Healthcare Guide on a daily basis. We would be lost without it. Our three pre-op nurses rely on these daily to locate doctors. Our front desk secretary also uses it daily to assist patients who are lost to find their doctor's phone numbers and address. We update the guides and keep notes in them. We at The Kidney Stone Center keep them readily available for quick reference in each area.

- Deborah L. McCullough, LPN, Kidney Stone Center



I use The Greater Orlando Healthcare Guide every single day. I have to obtain Surgical Medical Clearances for our patients, so I use this book to search for doctor's phone numbers and fax numbers. I find it way more helpful using this book than looking up the doctor's name on the internet.

- Cassie Neidleinger, Magruder Laser Vision



The Orlando Healthcare Guide [is] very helpful when looking for a specific physician for our patients.

- Sylvia Patterson, Central Florida Kidney

2020-2021 HEALTHCARE GUIDE & PSCF MEMBERSHIP DIRECTORY ANNUAL ADVERTISING RATES

Premium Positions

Outside Back Cover.....	\$12,995
Inside Front Cover	\$9,595
Inside Back Cover	\$7,595
Tab Insert.....	\$8,500
Full Pages 1-7	\$6,175

Standard Positions

Full Page With or Without Bleed	\$5,450
2/3 Page Vertical	\$4,935
1/2 Page	\$3,995
1/3 Page	\$2,875
1/6 Page	\$1,745

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 Character	\$125

Readership of more than **180,000** through printed copies, unlimited access to our e-publication and digital downloads

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

2020-2021 SENIOR SERVICES DIRECTORY ANNUAL ADVERTISING RATES

Premium Positions

Senior Section Tab Divider.....	\$5,995
Tab Insert.....	\$8,500
Tab Insert - Front Side	\$5,000
Tab Insert - Back Side.....	\$4,500

Standard Positions

Full Page With or Without Bleed	\$4,315
1/2 Page	\$3,695
1/4 Page	\$2,665
1/8 Page	\$1,475

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

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

Column Listings

3" Listing With Logo	\$1,145
2" Listing	\$1,225
Bold Listing	\$450
Additional Locations (ea.)	\$125
Web Address Listing	\$610
Additional Line(s) 20 Character	\$125

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 below and include a bona fide Agency Insertion Order. This discount excludes Tab Inserts.

5% off
Prepayment

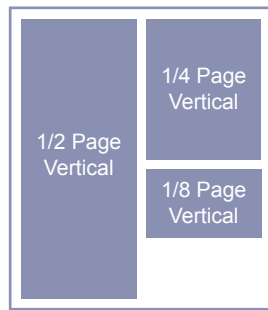
A discount of 5% is available to all advertisers who prepay in full upon contract. Tab inserts are required to pay 50% upon contracting and remaining 50% is due upon invoice terms. Tab Insert placement is determined by Heritage Publishing, Inc.

Readership in excess of **180,000** through printed copies, digital views and downloads

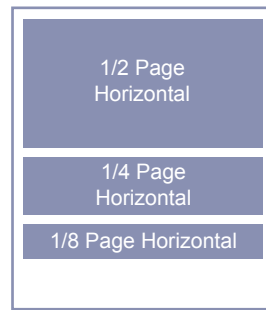
SENIOR SERVICES DIRECTORY SIZES



Trim Size: 8.375 x 10.875
Live Area: 7.25 x 9.875
Bleed: 8.625 x 11.125

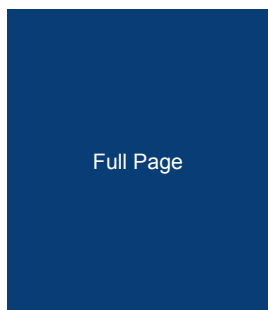


1/2 Pg. Vertical: 3.5 x 9.875
1/4 Pg. Vertical: 3.5 x 4.812
1/8 Pg. Vertical: 3.5 x 2.281

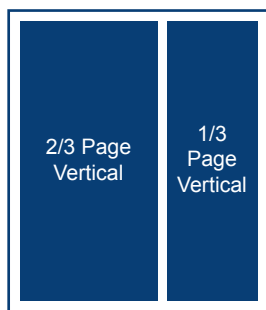


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1/8 Pg. Horizontal: 7.25 x 1.015

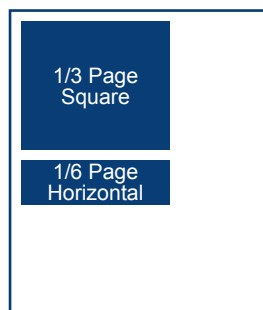
HEALTHCARE GUIDE SIZES



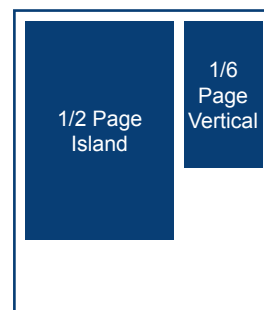
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Bleed: 8.625 x 11.125



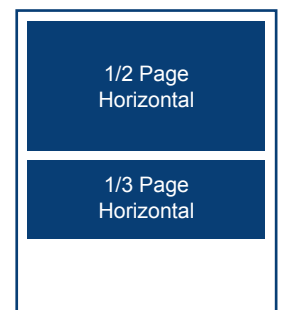
2/3 Pg. Vertical: 4.611 x 9.75
1/3 Pg. Vertical: 2.222 x 9.75



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

DISTRIBUTION:

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

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

AREA HOSPITALS

Distribution to all hospitals in Orange, Osceola and Seminole 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 Orange, Osceola and Seminole counties including One Senior Place.

COMMUNITY/SENIOR CENTERS

The guide is distributed to all 28 area community and senior centers in the three 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 *Greater Orlando Healthcare Guide™ & Senior Services 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, senior expos and other promotional events within the market.

AREA AGING AGENCIES & COMMISSION ON AGING

Orange County Commission on Aging, Osceola Council on Aging, Seminole County Committee on Aging, Seniors First, Senior Resources Alliance, Orange County Arts & Cultural Affairs

CHAMBERS OF COMMERCE

All Chambers of Commerce in the three-county area receive copies including Casselberry, East Orlando, Goldenrod, Maitland, Sanford and Winter Park.

INDIVIDUALS, FAMILY MEMBERS & CAREGIVERS BY REQUEST

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.