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Providing **Quality Publications** for
Jacksonville, Gainesville, Orlando,
Daytona & Southeast Georgia
for more than 15 Years!



THE GREATER TALLAHASSEE

healthcare guide

Covering Franklin, Gadsden,
Jefferson, Leon, Liberty, Madison,
Taylor & Wakulla counties

MEDIA KIT



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INAUGURAL EDITION

"When marketing for our group, I use this frequently and our referral sources refer to your guide consistently as their main source of physician information. Your publication is well worth the money spent and I consider it the best source available for physician information in the area."

— Deborah Mendez-Vigo, CPC
Institute of Pain Management, PA

"I have been using your directory for four years and it is not only concise, but very easy to navigate. I especially like the new format of the listings for physicians and surgeons. It is not only easy to locate what I am looking for, but also a good resource for other information as well."

— Barbara C., LPN, Allergy Asthma Immunology

"Adult Protective Services investigates abuse, neglect & exploitation. We are requesting twenty-five updated Jacksonville & Northeast Florida Healthcare Guides to provide to our investigators, counselors and administrative staff."

"We appreciate Heritage Publishing providing these guides to our program and feel this guide is a very helpful tool in assisting our clients with finding valuable services in our community."

— Charles Johnson,
Adult Protective Services Operations

"The best resource available for information concerning all types of Healthcare Providers."

— Jeanna Muse, BSN, Location Administrator,
PSA Healthcare

DIRECTORY CONTENTS

4-Color Editorial and Pictorial Section

- Table of Contents
- Medical Societies & Associations
- Physicians' FYI
- Health Care Today Editorials
- Legislative News
- Managed Care/Insurance Company Information, provided by the Health Planning Council of Northeast Florida
- Profiles of Area Hospitals

The Green Pages™

- Physicians & Surgeons Index
- Alphabetical Listing of Physicians & Surgeons with Page Number Reference
- Categorical Listing of Physicians & Surgeons by Specialty
- Comprehensive A-Z Listing of Other Healthcare Services Available in the Greater Tallahassee area
- Locator Maps
- Healthcare Provider Listing and Revision Form
- Index of Advertisers

PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork	December 2, 2011
Advertiser's Camera-Ready Artwork	December 30, 2011
Date to Printer	February 27, 2012
Publication Date	March 15, 2012

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.

Tab Inserts excluded.

- A discount of 5% is available to all advertisers who prepay upon contract.
- Tab Inserts will be placed every 16 to 32 pages. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due at contract signing and 50% is due upon ad approval. A 10% charge is added to the total sale for guaranteed insert placement in a specific category.

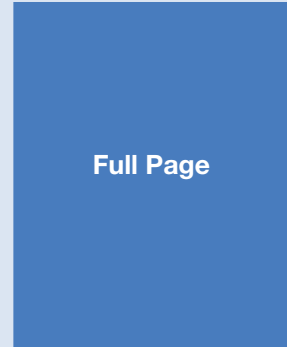
PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in Macintosh Quark (with supporting files), EPS (with fonts converted to outline), TIFF or PDF file formats.
- Artwork submitted should be considered camera ready at a setting of no less than 300 dpi (133-150 lpi).
- Directory trim size: 8.5" x 11"
- Submit artwork to: art@heritagepublishinginc.com



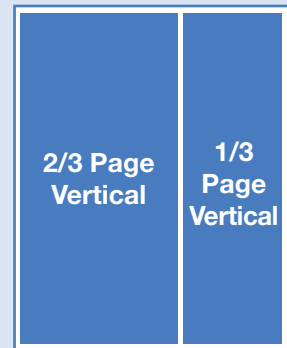
2012-2013 ADVERTISING RATES

	<i>Type of Advertisement</i>	<i>Rate</i>
Premium Positions	Outside Back Cover.....	\$6,995
	Inside Front Cover	\$5,195
	Inside Back Cover.....	\$4,395
	Tab Insert	\$7,000
4-Color	Full Pages 1-5.....	\$3,995
	Full Page with or without Bleed	\$3,695
	2/3 Page Vertical.....	\$3,295
	1/2 Page Horizontal	\$2,995
	1/2 Page Island.....	\$2,995
Black & White	Full Page with or without Bleed	\$3,195
	2/3 Page Vertical.....	\$2,695
	1/2 Page Horizontal	\$2,495
	1/2 Page Island.....	\$2,495
	1/3 Page Horizontal	\$1,995
	1/3 Page Vertical.....	\$1,995
	1/3 Page Square	\$1,995
	1/6 Page Horizontal	\$1,095
	1/6 Page Vertical.....	\$1,095
Column Listing	3" Listing With Logo	\$895
	2" Listing.....	\$695
	Bold Listing.....	\$295
	Web Address Listing.....	\$175
Additional Line(s) 20 Character Limit - Approved Content Only.....		\$95



Full Page

Trim Size: 8.5 x 11
Live Area: 7.125 x 9.875
Bleed: 8.75 x 11.25



2/3 Page Vertical

1/3 Page Vertical

2/3 Page Vertical
4.694 x 9.875

1/3 Page Vertical
2.264 x 9.875

3" Listing with Logo

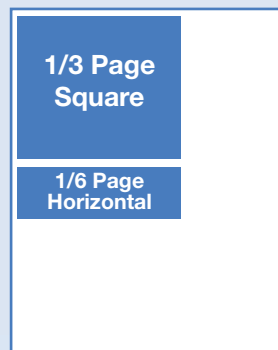
2.26 x 3

2" Listing

2.26 x 2

Camera-ready artwork cannot be submitted for 2" and 3" Listings. They are all designed in house.

All measurements are listed in inches.

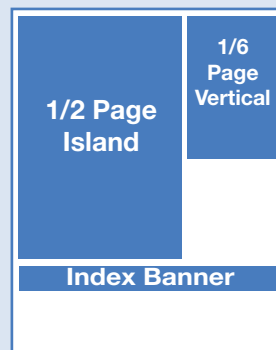


1/3 Page Square

1/6 Page Horizontal

1/3 Page Square
4.694 x 4.854

1/6 Page Horizontal
4.694 x 2.34



1/2 Page Island

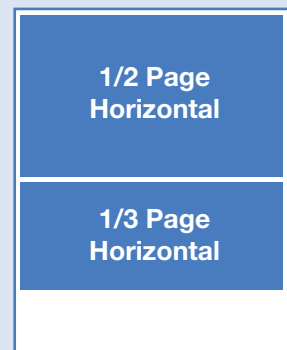
1/6 Page Vertical

Index Banner

1/2 Page Island
4.694 x 7.375

1/6 Page Vertical
2.264 x 4.854

Index Banner
7.125 x 1



1/2 Page Horizontal

1/3 Page Horizontal

1/2 Page Horizontal
7.125 x 4.854

1/3 Page Horizontal
7.125 x 3.18

If you have any questions regarding ad design or artwork submissions, please contact us at art@heritagepublishinginc.com

PROPOSED DISTRIBUTION: 10,000 COPIES

PHYSICIANS AND OTHER HEALTHCARE PROVIDERS

All Physicians, Dentists, Chiropractors, Diagnostic Centers, Home Health Care Agencies, Laboratories, Medical Equipment & Supplies, Optometrists, Physical Therapists, Podiatrists, Psychologists, etc.

AREA HOSPITALS

Calhoun Liberty Hospital
Capital Regional Medical Center
Doctor's Memorial Hospital
Gadsden Community Hospital
George E. Weems Memorial Hospital
Select Specialty Hospital
Tallahassee Memorial Hospital

HEALTH CARE PLANS

Aetna, Inc.
Amerigroup
AvMed Health Plan
Blue Cross and Blue Shield of Florida
CIGNA
Humana
United Healthcare of Florida
Universal Health Care
WellCare of Florida

CHILDREN'S MEDICAL SERVICES

Florida KidCare
Franklin County Department of Children & Families
Gadsden and Liberty County Department of Children & Families
Healthy Kids
Jefferson County Department of Children & Families
Leon and Wakulla County Department of Children & Families
Madison and Taylor County Department of Children & Families

PHARMACIES AND PHARMACEUTICAL COMPANIES

All Local Pharmacies

SOCIAL SERVICE AGENCIES

Alzheimer's Association - Florida Chapter
National Association of Senior Friends
Numerous other area agencies

HEALTH DEPARTMENTS

Franklin County Health Department
Gadsden County Health Department
Jefferson County Health Department
Leon County Health Department
Liberty County Health Department
Madison County Health Department
Taylor County Health Department
Wakulla County Health Department

SENIOR HOUSING COMMUNITIES

Assisted Living Facilities
Retirement & Continuing Care Communities
Senior Centers throughout Tallahassee
Skilled Nursing Facilities

CHAMBERS OF COMMERCE

Apalachicola Bay Chamber of Commerce
Capital City Chamber of Commerce
Carrabelle Area Chamber of Commerce
Gadsden County Chamber of Commerce
Franklin County Chamber of Commerce
Jefferson County Chamber of Commerce
Liberty County Chamber of Commerce
Madison County Chamber of Commerce
Greater Tallahassee Chamber of Commerce
Taylor County Chamber of Commerce
Wakulla County Chamber of Commerce

SENIOR AGENCIES AND ORGANIZATIONS

Agency for Health Care Administration
Area Agency on Aging for North Florida
City of Tallahassee Senior Services Department
Elder Care Services, Inc.
Gadsden Senior Services, Inc.
Hosford Senior Center
Jefferson County Department of Elder Affairs
Leon County Senior Outreach
Liberty County Senior Citizens Association
Senior Citizen Council of Madison County
Taylor County Department of Elder Affairs
Wakulla County Senior Citizens Council, Inc.
Wakulla Senior Foundation

OTHER POINTS OF DISTRIBUTION IN THE GREATER TALLAHASSEE AREA

All Advertisers in the Guide
Area Case Managers
Health Fairs
Hospices
Hospital Discharge Planners
Nurses (Advanced Practice Nurses, Inc.)
Public School Systems
Social Workers
Attorney's Offices
City Halls
Hospital Libraries
Major Employers
Nutrition Stores
Public Libraries
Visit Tallahassee



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