



**distinction  
style  
excellence  
class  
character**

Providing **Quality Publications** for  
Jacksonville, Gainesville, Orlando,  
Daytona, Tallahassee & Southeast Georgia  
for 17 Years!



*2012-2013*

**GREATER ORLANDO**

**healthcare guide**

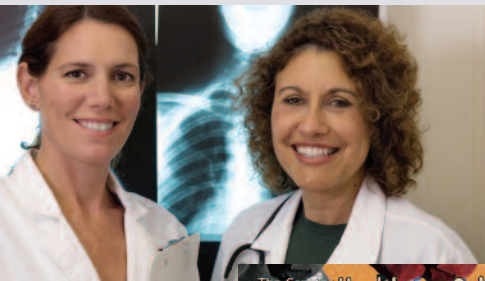
Covering Orange,  
Osceola and  
Seminole counties



**MEDIA KIT**

**HPI** **HERITAGE**  
PUBLISHING, INC.

(904) 296-1304 | Fax: (904) 296-9913  
6620 Southpoint Dr. S., Ste. 310  
Jacksonville, FL 32216  
[www.heritagepublishinginc.com](http://www.heritagepublishinginc.com)



*"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 find the Healthcare Guides very useful and informative and are very happy with them."*

— Gene  
ENT Surgical Associates

*"We use the Guide for provider referrals for our patients and find them very useful."*

— Diane M.  
ORMC Outpatient Rehab

*"Our agency deals with abuse, neglect, and exploitation of vulnerable adults, ages 18 and up. The guide books are a great resource in locating medical doctors who can assist in determining findings of abuse, neglect, and exploitation."*

— Nadine Abedalhdi, API, Adult Protective Investigator  
State of Florida Department of Children and Families

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

— Stephanie C.  
The Spine & Scoliosis Center

## 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 Central Florida
- Locator Maps
- Healthcare Provider Listing and Revision Form
- Index of Advertisers

## PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork .....	April 30, 2012
Advertiser's Camera-Ready Artwork .....	July 27, 2012
Date to Printer .....	August 31, 2012
Publication Date .....	September 21, 2012

## SPECIAL ADVERTISING RATES

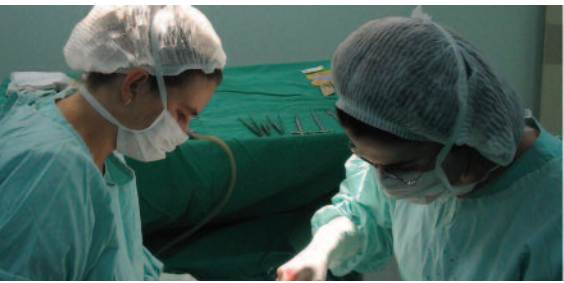
- Agency discount is 15%. To qualify for an agency discount your advertising agency must provide camera-ready artwork in an acceptable file format as specified in the Printing Specifications & Artwork Submissions section below and include a bona fide Agency Insertion Order.

### 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.

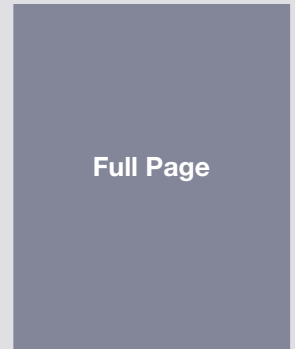
## PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- 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](mailto:art@heritagepublishinginc.com); however, if the artwork exceeds 10 MB it should be uploaded to our FTP site: <http://hpi.myftp.biz/>, with log on name: client and password: client123.

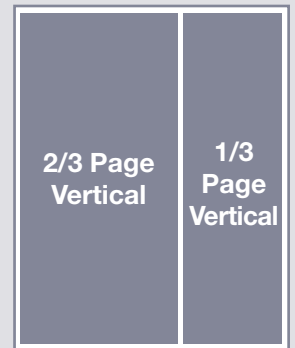


## 2012-2013 ADVERTISING RATES

	Type of Advertisement	Rate
<b>Premium Positions</b>	Outside Back Cover.....	\$10,995
	Inside Front Cover .....	\$6,995
	Inside Back Cover.....	\$5,795
	Tab Insert .....	\$7,500
<b>4-Color</b>	Full Pages 1-5.....	\$5,495
	Full Page with or without Bleed .....	\$4,795
	2/3 Page Vertical.....	\$4,295
	1/2 Page Horizontal .....	\$3,895
	1/2 Page Island.....	\$3,895
<b>Black &amp; White</b>	Full Page with or without Bleed .....	\$4,195
	2/3 Page Vertical.....	\$3,695
	1/2 Page Horizontal .....	\$3,495
	1/2 Page Island.....	\$3,495
	1/3 Page Horizontal .....	\$2,495
	1/3 Page Vertical.....	\$2,495
	1/3 Page Square .....	\$2,495
	1/6 Page Horizontal .....	\$1,495
<b>Column Listing</b>	3" Listing With Logo .....	\$1,045
	2" Listing.....	\$745
	Bold Listing.....	\$395
	Web Address Listing.....	\$150
Additional Line(s) 20 Character Limit - Approved Content Only.....		\$95



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



**2/3 Page Vertical**  
 4.694 x 9.875

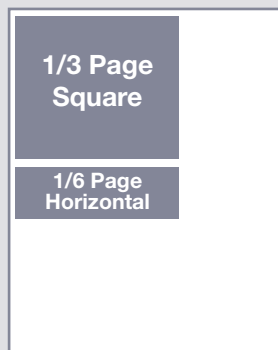
**1/3 Page Vertical**  
 2.264 x 9.875

**3" Listing with Logo**  
 2.26 x 3

**2" Listing**  
 2.26 x 2

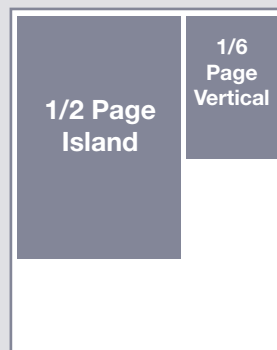
Camera-ready artwork cannot be submitted for 2" and 3" Listings. They are all designed in house.

**All measurements are listed in inches.**



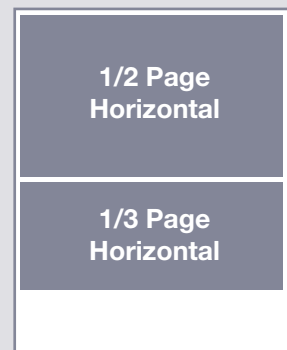
**1/3 Page Square**  
 4.694 x 4.854

**1/6 Page Horizontal**  
 4.694 x 2.34



**1/2 Page Island**  
 4.694 x 7.375

**1/6 Page Vertical**  
 2.264 x 4.854



**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](mailto:art@heritagepublishinginc.com)

## 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.

### HOSPITALS AND CLINICS

Arnold Palmer Hospital for Children & Women  
CentraCare Florida Hospital Urgent Care  
Central Florida Behavioral Hospital  
Central Florida Regional Hospital  
Florida Hospital Altamonte  
Florida Hospital Apopka  
Florida Hospital Celebration Health  
Florida Hospital East Orlando  
Florida Hospital Kissimmee  
Florida Hospital Orlando  
Health Central  
La Amistad Behavioral Health Services  
Lakeside Behavioral Healthcare  
Lucerne Pavilion  
M.D. Anderson Cancer Center Orlando  
Nemours Children's Hospital  
Orlando Regional Dr. P. Phillips Hospital  
Orlando Regional Medical Center  
Orlando Regional South Seminole Hospital  
Orlando VA Medical Center  
Osceola Regional Medical Center  
Select Specialty Hospital Orlando  
St. Cloud Regional Medical Center  
University Behavioral Center  
Winnie Palmer Hospital for Women & Babies  
Winter Park Memorial Hospital

### HEALTH CARE PLANS

Aetna U.S. Healthcare  
America's Health Choice  
Amerigroup  
AvMed Health Plan  
Blue Cross and Blue Shield of Florida  
Cigna Healthcare of Florida  
Citrus Healthcare  
Great-West Healthcare  
Humana Medical Plan  
Partnercare Health Plan

Quality Health Plans  
United Healthcare of Florida  
Universal Health Care  
WellCare of Florida

### CHILDREN'S MEDICAL SERVICES

Florida Children's Medical Services  
Florida Department of Children & Families  
Florida KidCare  
Healthy Start  
The Children's Medical Services Network

### PHARMACIES AND PHARMACEUTICAL COMPANIES

All Local Pharmacies  
Association of Pharmaceutical Sales Representatives

### HEALTH AGENCIES AND ORGANIZATIONS

Agency for Health Care Administration (AHCA)  
Florida Nurses Association  
Health Council of East Central Florida  
Health Resources & Services Administration  
Orange County Health Department  
Orange County Medical Society  
Osceola County Health Department  
Primary Care Access Network (PCAN)  
Seminole County Health Department

### SENIOR AGENCIES AND ORGANIZATIONS

AARP Senior Employment Program  
Area Councils on Elder Affairs (COEA)  
Beneficiary and Education Department of Medicare  
Blue Cross and Blue Shield MEDICARE  
Community Care for the Elderly (CCE)  
Health & Wellness Promotion  
Home Health Agencies  
Orange County Office & Commission on Aging  
Osceola County Council on Aging  
Seniors First  
Senior Resource Alliance (Area Agency on Aging)

### SENIOR HOUSING COMMUNITIES

Assisted Living Facilities  
Retirement & Continuing Care Communities  
Senior Centers throughout the Greater Orlando Area  
Skilled Nursing Facilities

### SOCIAL SERVICE AGENCIES

Alzheimer's Association  
Central Florida Chapter  
American Cancer Society  
American Red Cross  
Center for Independent Living  
City of Orlando Community Services Department  
Jewish Community Centers  
Lutheran Services Florida  
March of Dimes  
Ronald McDonald House

### OTHER POINTS OF DISTRIBUTION IN THE GREATER ORLANDO AREA

All Advertisers in OHCG  
Area Case Managers, Social Workers & Discharge Planners  
Area Health Fairs (Including 15th Annual Orlando Senior Expo)  
Attorneys' Offices  
Major Employers  
Public Libraries, Hospital Libraries  
Public School Systems

### NEWCOMERS

Greater Orlando County & City Chambers of Commerce - Orange, Seminole & Osceola - Orlando, Apopka, Maitland & Oviedo  
Real Estate Relocation Companies  
Watson Realty Corp., Prudential Network Realty, Century 21, Re/Max, etc.



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