

INDIANA PODIATRIC MEDICAL ASSOCIATION

# Forward

## 2021 ADVERTISING KIT



Forward is the official newsletter of The Indiana Podiatric Medical Association (IPMA). IPMA represents podiatrists throughout the state with the goal of furthering the specialty of podiatry on the local and national level. Our mission is to ensure the highest quality of lower extremity health care for patients by advancing the art and science of podiatric medicine through advanced continuing education, legislative advocacy, public education and promotion of the profession. IPMA is a component of The American Podiatric Medical Association.

Forward is a digital publication emailed quarterly to all corporate sponsors, exhibitors and members of the association. The publication reaches the desks of over 225 podiatry professionals and their staff throughout the state of Indiana. The newsletter has a 47% open rate and a 33% click through rate, on average. All ads are hyperlinked to the advertiser's website. All editorial and advertising is subject to publisher approval and space availability. IPMA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

### EDITORIAL SUBMISSIONS

Forward accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of IPMA. Editorial submissions must be typewritten and sent via email to [matt@kdafirm.com](mailto:matt@kdafirm.com).

### PAYMENT & DISCOUNTS

Invoices are prepared following the publication of the newsletter. Payment is due within 30 days from the date of the invoice. To be eligible for the 4x (buy 3, get 1 free) rate, ads must be paid in advance for the year.

### 2021 CLOSING DATES

Deadline for artwork is the twentieth of the month prior to email. Forward is generally emailed the second week of the email month.

ISSUE	EMAIL MONTH	DEADLINE
Spring	March	February 20
Summer	June	May 20
Fall	September	August 20
Winter	December	November 20

### PRODUCTION SPECS

Forward is distributed quarterly via email. All ads should be submitted in CMYK process or grayscale. Page size is 8.5"x11". Bleeds may be included.

### ACCEPTED FILE FORMATS

- PDF files with fonts embedded and raster images at 150 dpi or more
- Adobe PhotoShop TIFF, JPEG or GIF
- Rich media not accepted

### DIGITAL REQUIREMENTS

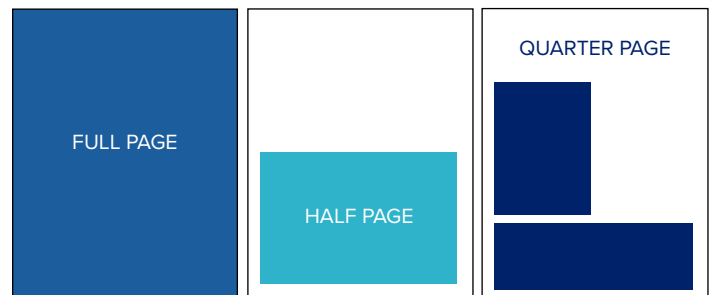
We can accept files via WeTransfer, Dropbox or Email. All linked graphics and fonts must be collected for output and included with submission. Emailed files should be sent to [melissa@kdafirm.com](mailto:melissa@kdafirm.com).

### IPMA AD RATES

FULL COLOR	1X	4X (prepay only)
Full Page	\$300	\$900
1/2 Page	\$200	\$600
1/4 Page	\$100	\$300

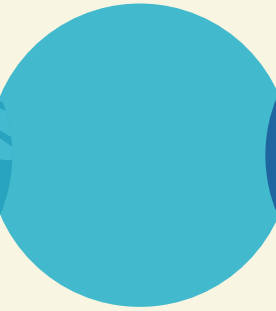
### AD DIMENSIONS

	WIDTH	HEIGHT
Full Page	8.5"	11"
1/2 Page Horizontal	7.5"	5"
1/4 Page Horizontal	7.5"	2.5"
1/4 Page Vertical	3.625"	5"



### CLASSIFIED ADS

IPMA accepts classified ads in its quarterly publication, Forward. Classified ads are \$50 for IPMA members and \$100 for non-members and can be up to 75 words. Image and graphic files not accepted for classified placements. Email text for ad to [melissa@kdafirm.com](mailto:melissa@kdafirm.com).



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2021 ADVERTISING KIT

### ISSUES

- Spring 2021
- Summer 2021
- Fall 2021
- Winter 2021

### ARTWORK

- Materials Enclosed
- Materials to Come
- Pick-Up Most Recent

### IPMA MEMBER AD RATES

#### 1X

- Full Page.....\$300
- 1/2 Page Horizontal.....\$200
- 1/4 Page Horizontal.....\$100
- 1/4 Page Vertical.....\$100

#### 4X (prepay only)

- Full Page.....\$900
- 1/2 Page Horizontal.....\$600
- 1/4 Page Horizontal.....\$300
- 1/4 Page Vertical.....\$300

**TOTAL \$**

Contact Name

Date

Company Name

Website

Address

City State Zip

Phone

Email

Authorized Signature

### PAYMENT METHOD

- Check Payable to IPMA
- VISA
- MasterCard
- AMEX

Card #

Exp Date CVV

Cardholder Name

Billing Address

City State Zip

Signature