

INDIANA PODIATRIC MEDICAL ASSOCIATION

# Forward

## 2025 RATE SHEET



*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 semi-annually to all corporate sponsors, exhibitors and members of the association. The publication reaches the desks of nearly 200 podiatry professionals and their staff throughout the state of Indiana. The newsletter has a 56% open rate and a 12% 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 2x rate, ads must be paid in advance for the year.

### 2025 CLOSING DATES

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

ISSUE	EMAIL MONTH	DEADLINE
Spring/Summer	April	March 15
Fall/Winter	October	September 15

### PRODUCTION SPECS

*Forward* is distributed semi-annually 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

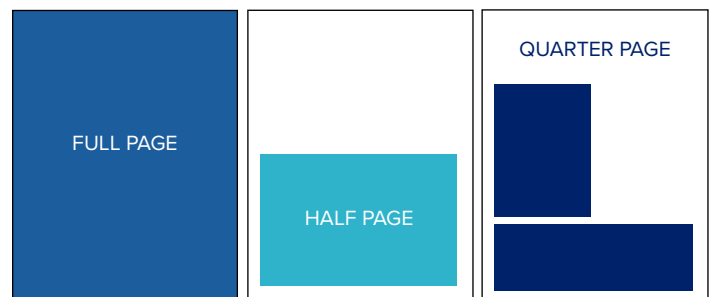
We accept files via WeTransfer, Dropbox or Email. All linked graphics and fonts must be collected for output and included with submission. Emailed files should be sent to [melissa@kdafirm.com](mailto:melissa@kdafirm.com).

### IPMA AD RATES

	1X	2X (prepay only)
Full Page	\$300	\$510
1/2 Page	\$200	\$340
1/4 Page	\$100	\$170

### 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 bi-weekly publication, *Podiatry Post*. Classified ads are \$50 for IPMA members and \$100 for non-members and can be up to 75 words. Ad will run in two issues (one month). Image and graphic files not accepted for classified placements. Email text for ad to [melissa@kdafirm.com](mailto:melissa@kdafirm.com).

**CLICK HERE FOR THE ONLINE ADVERTISING CONTRACT**