



Media Kit 2021

Massage Message Magazine
Newsletter
Website
E-Blast



Massage Message Magazine

We are a not-for-profit organization with membership consisting of massage therapists, massage therapy schools, educators and massage and wellness businesses from around the country, our largest market being Florida.

Massage Message Magazine is one of our many membership benefits. Every issue provides quality content that addresses massage techniques, industry trends, self-care, wellness, school spotlights, and news from around the state.

Digital Advertising on www.fsmta.org

Thousands of massage therapists use www.fsmta.org for all of their association needs

From membership, to convention registration and general information, members rely on our website for a variety of information. We currently offer companies, who want to reach massage therapists, a number of ways to advertise on the website. The FSMTA also sends out monthly email newsletters to all of its members and target market. Thousands of massage therapists receive these emails. This is a perfect place to get your message to massage therapists.

Media Opportunities

Massage Message Magazine – once per quarter

Newsletter – once per month

Website - monthly

E-Blasts – weekly

To advertise, contact

Dawn McKnight

407-786-3307 | executivedirector@fsmta.org

222 S. Westmonte Drive, Suite 111, Altamonte Springs, FL 32714



2021 Advertising Rates

To advertise, please contact
Dawn McKnight
at executivedirector@fsmta.org

MAGAZINE ADVERTISING

FEE - Per Issue

Ad Size	1x	2x	4x
Inside Front Cover	\$899	\$799	\$749
Full Page	\$649	\$549	\$499
Half Page	\$449	\$349	\$299
1/4 Page	\$299	\$199	\$149
1/8 Page	\$199	\$149	\$99
Back Cover	\$949	\$849	\$799

FSMTA Business Members are entitled to a
15% discount off magazine rates.

DEADLINES

Massage Message Magazine publish dates are
January 15, April 15, July 15, and October 15.
Space reservation and artwork submission
deadlines:

Issue	Space	Artwork
Jan/Feb/March	Nov 15	Dec 1
Apr/ May/Jun	Feb 15	Mar 1
Jul/ Aug/Sept	May 15	June 1
Oct/Nov/Dec	Aug 15	Sept 1

SIZE SPECIFICATIONS

Full Page	8.5" x 11"
Half Page	7.75" x 5"
1/4 Page (Vertical)	3.75" x 5"
1/8 Page (Horizontal)	3.75" x 2.5"

Please submit high-resolution PDF files.
300 dpi recommended.

NEWSLETTER ADVERTISING

FEE - Per Month

FSMTA Members	\$50 / newsletter
Non-FSMTA Members	\$85 / newsletter

DEADLINES

The FSMTA newsletter is emailed to members
on the 15th of each month. Limit of two (2)
advertisement spaces available per newsletter.

Space Reservation:

60 days prior to monthly release

Artwork Submission:

First of the month prior to release

SIZE SPECIFICATIONS

Banner Style	120 x 600 pixels
Rectangle	300 x 250 pixels
Please submit high-resolution PDF or JPG files. 300 dpi recommended.	

WEBSITE ADVERTISING

FEE - Monthly

Home Page Banner Slider - With Link

1x	2x	3x	6x
\$99	\$89	\$79	\$49

DEADLINES

Artwork due two weeks before launch date.
Please submit JPG, PNG or GIF files. Raster images
should have an effective resolution of 250 dpi
or greater. JPG compression should allow for
maximum quality.

E-BLAST ADVERTISING

E-Blasts are sent to FSMTA Members to highlight
upcoming events, campaigns and initiatives. This
communication is a more targeted approach and
can be utilized for time sensitive advertisements.
In order to keep information shared in e-blasts
at the forefront, space is limited to two (2) adver-
tisements per E-Blast.

FEE - Per E-Blast

FSMTA Members	\$65
Non-FSMTA Members	\$100

DEADLINES

Two weeks before distribution.

SIZE SPECIFICATIONS

Banner Style	120 x 600 pixels
Rectangle	300 x 250 pixels

Newsletter and E-Blast Terms

- Advertisements are scheduled based on
submission date unless otherwise specified
- FSMTA Member email advertisements limited
to three (3) per year for each advertiser
- Non-FSMTA Member email advertisements
limited to two (2) per year for each advertiser

FACEBOOK - Includes one (1) post on
FSMTA Facebook page, one (1) share to
FSMTA Member group page, and two (2)
posts on Chapter pages (relevant to area
advertisement specifies)