



2022 Media Kit



Massage Message Magazine

Member Newsletter

FSMTA Website

E-Blasts

Social Media

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) advertisements 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 specifics)

To advertise, contact Crystal A. Howard at president@fsmta.org