

A Publication of the Florida State Massage Therapy Association

MASSAGE MESSAGE



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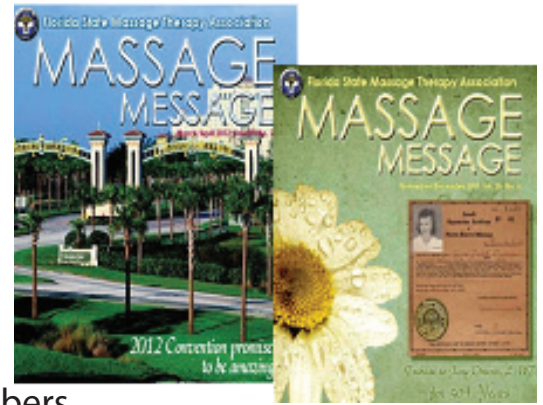




Massage Message Magazine is published quarterly by the FSMTA.

We are a not-for-profit organization with membership consisting of massage therapists from around the country, our largest market being Florida. Every issue provides quality content that addresses massage techniques, industry trends, self-care, wellness, school spotlights, and news from around the state.

Our publication is mailed at the middle of the first month to over 3500 licensed massage therapists. It is available digitally to members and with subscription for non-members.



Want to Submit an Article for Publication?

If you are interested in submitting an article for publication in Massage Message, all articles must be related to the treatment, technique, modality or business of massage therapy. All submitted articles will be considered for publication by the editor. However, the FSMTA does not guarantee publication solely upon submission. Articles must be educational in nature and designed to be informative to be considered for publication. They should not be longer than 1,500 words.

The FSMTA reserves the right to edit these articles for content, placement and/or grammar. The FSMTA reserves the right to accept or reject any material submitted for publication. Contributors to Massage Message are solely responsible for the statements made within the article. There are no implied endorsements by the FSMTA within these articles of authors and/or products. Should the FSMTA publish a submitted article, the author will be contacted prior to publishing.



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 FSTMA 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.



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FSMTA

Advertising Information for 2020 Our Sizes, Monthly Rates & Deadlines

FSMTA RATES

PRINT MAGAZINE

Ad Size	Monthly Fee		
	1x	3x	6x
Full Page	\$999	\$899	\$849
1/2 page	\$799	\$699	\$659
1/4 page	\$649	\$599	\$569
1/8 page	\$299	\$269	\$199
Inside Front Cover	\$1,249	\$1,179	\$1,149
Inside Back Cover	\$1,249	\$1,179	\$1,149
Back Cover	\$1,279	\$1,209	\$1,179

FSMTA Corporate Members are entitled to a 15% discount off the advertising rates.

WEBSITE ADVERTISING

Ad Size	Monthly Fee			
	1x	3x	6x	12x
Banner Slider (Home page only)	\$99	\$89	\$79	\$49

Social Media highlight (Facebook, Instagram) included.

Website Artwork due two weeks before launch date.
JPG, PNG, and GIF files accepted - 320 x 50 pixels

DEADLINES

Issue	SpacW	Art
January/February/March	Nov 15	Dec 1
April/May/June	Feb 15	Mar 1
July/August/September	May 15	Jun 1
October/November/December	Aug 15	Sep 1

AD SPECIFICATIONS

PRINT MAGAZINE

Ad Sizes

Full Page	7.5" x 10"
1/2 Page	7.5" x 4.7/8"
1/4 Page	3 5/8" x 4 7/8"
1/8 Page	3.5" x 2"

Please Remit a High-Resolution PDF
All images must be 300dpi

SUBMITTING PRINT AD FILES

Files should be sent as PDFs with all elements as CMYK or Grayscale. RGB converted to CMYK can result in colorshifts. Raster Images should have an effective resolution of 200 DPI or greater. Please make sure black text and lines are 100K and not RGB. JPG compression should allow for maximum quality. Overly aggressive compression will degrade your images. You may request a proof of your processed files by calling your account executive prior to the third Friday of the month.

WE ACCEPT



To advertise, please contact Dawn McKnight at 407-786-3307 or email executivedirector@fsmta.org

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