

A Publication of the Florida State Massage Therapy Association

MASSAGE MESSAGE



**MEDIA KIT
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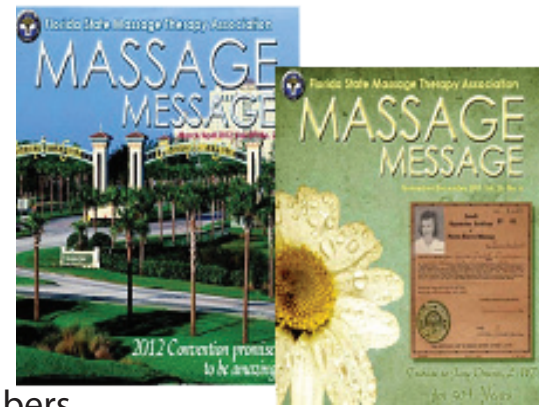




Massage Message Magazine is published quarterly by the FSMTA.

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.

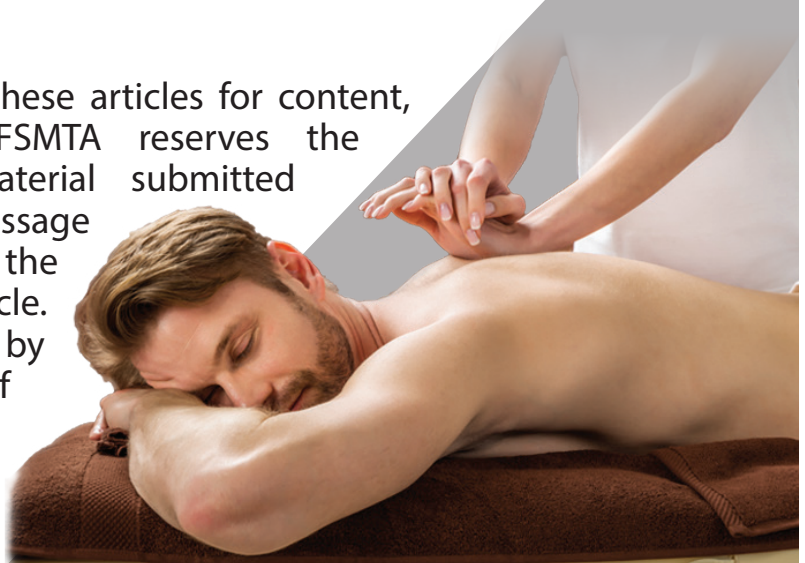
Our publication is mailed at the middle of the first month to over 3500 licensed massage therapists. It is available digitally to members and with subscription for non-members.



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.



To advertise, contact 6Si ` ? U=n[YZf at

407-786-3307

[vyvWbgf\[hvW\[dvWfad@Xamfa.odY](mailto:vyvWbgf[hvW[dvWfad@Xamfa.odY)

222 S. Westmonte 6dqvW• Suite 111

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2020 Advertising Rates

MAGAZINE ADVERTISING

Per Issue Fee

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.

WEBSITE ADVERTISING

Monthly Fee

Logo with Link	1x	2x	3x	6x
Banner Slider (Home Page Only)	\$99	\$89	\$79	\$49

Social Media highlight (Facebook, Instagram) included.

*Website artwork due two weeks before launch date.
JP, PNG and GIF files accepted - 320x50 pixels*

NEWSLETTER ADVERTISING

The FSMTA newsletter is emailed to members on the 15th of each month; limit of 2 advertisement spaces available per newsletter.

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

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 2 advertisements per E-Blast.

FSMTA Members – \$65/ E-Blast
Non FSMTA Members - \$100/ E-Blast

MAGAZINE DEADLINES

Message Message Magazine publish dates are January 15, April 15, July 15, and October 15.

Issue	Space	Artwork
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	Sept 1

ADVERTISING SPECIFICATIONS

**Please remit High-Resolution Images
300 dpi recommended**

Magazine

Full Page	600 x 1200 pixels
Half Page	300 x 600 pixels
1/4 Page (Vertical)	250 x 300 pixels
1/8 Page (Horizontal)	300 x 250 pixels

Newsletter & E-Blasts

Banner Style	120 x 600 pixels
Rectangle	300 x 250 pixels

Website

Banner Slider	160 x 600 Pixels
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Files for inclusion in Message Message Magazine should be sent as PDFs. Raster images should have an effective resolution of 250 dpi or greater. JPG compression should allow for maximum quality. Overly aggressive compression will degrade images.

NEWSLETTER & E-BLAST TERMS

- ◇ Facebook - Includes 1 post on FSMTA facebook page, 1 share to FSMTA Member group page, and 2 posts on Chapter pages (relevant to area advertisement specifics)
- ◇ Advertisements are scheduled based on submission date unless otherwise specified
- ◇ Content should be provided in either JPG or GIF format (FSMTA reserves right to edit)
- ◇ FSMTA Member email advertisements limited to 3 per year for each advertiser
- ◇ Non FSMTA Member email advertisements limited to 2 per year for each advertiser

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

FSMTA 222 S. Wesmonte Drive, Suite 111 Altamonte Springs, FL 32714