

HCMA Marketing Packet

Opportunities to promote your business to the members of the Hillsborough County Medical Association.



About us

Established in 1895, the HCMA serves as the local voice for organized medicine and as a political and professional advocate for all members, regardless of specialty or practice affiliation.

Representing over 2,700 MDs, DOs, and medical students in Hillsborough County, HCMA is dedicated to preserving the profession of medicine.

Physicians from four surrounding counties also have the opportunity to join the HCMA and take advantage of the many benefits we can provide.

Large group partnerships include the medical faculties of the University of South Florida Morsani College of Medicine and Moffitt Cancer Center.

Hillsborough County Medical Association
3001 W. Azeele Street
Tampa, FL 33609
813.253.0471
www.HCMA.net



Publications

The Bulletin

The 8.5"x11" glossy journal is printed and published online. It is mailed to members as well as 250 community leaders throughout the state.

Published: Summer, Fall, Winter, & Spring.

Ad sizes: Full, half, quarter, and business card.

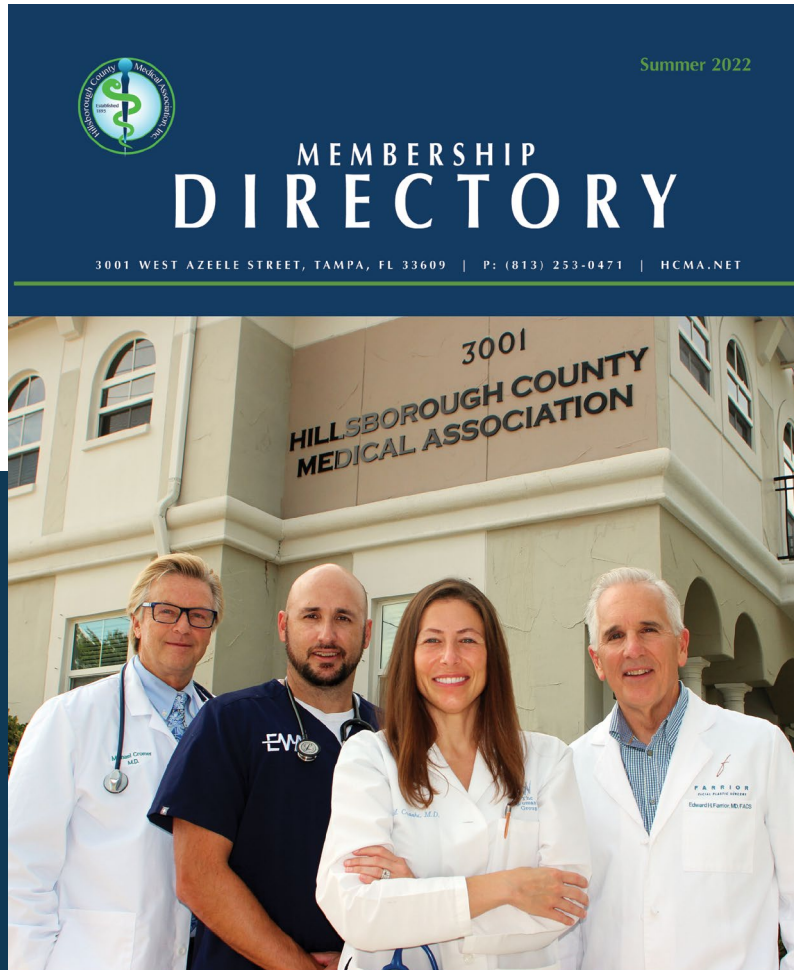
Contact Elke Lubin, Managing Editor, at 813.253.0471.

Visit: www.hcma.net/E-News/Journal to view the most recent editions.

Rates: Black & White
Color ad rates quoted upon request

	1-3x/per insertion	4x/total annual price
Full page	\$540	\$1,890 (\$270 savings)
Full page INSERT	\$620	\$2,170 (\$310 savings)
1/2 page	\$370	\$1,295 (\$185 savings)
1/4 page	\$260	\$910 (\$130 savings)
Business Card horizontal only in Card Shop	\$120	\$420 (\$60 savings)
Inside covers	\$650	\$2,275 (\$325 savings)
Back cover (dimensions = 7.5 x 7.75 inches)	\$680	\$2,380 (\$340 savings)
Classified Ads = \$10/line, 3-line min.		





Annual Membership Directory

Published each Summer, printed and online, this directory is used by local physicians, hospitals, and other medical facilities, as well as being available to the public.

Each member is listed alphabetically. Practicing members are listed by specialty, including office address, phone, medical school, and board certifications, if applicable.

Contact Elke Lubin for current ad rates: 813.253.0471.

Visit www.hcma.net/Membership-Directory to view the most recent edition.

Membership Dinners

February, May, September, & November

HCMA Membership Dinners include guest speakers on a variety of topics ranging from educational to entertainment.

Sponsors and exhibitors are recognized at the event and are included in a subsequent email to the full HCMA membership. Links to the company website and the representative's email address are also included.

A photo spread is published in the following issue of *The Bulletin* in which sponsors are recognized.

Contact Anni Blackwell, Event Coordinator, at 813.253.0471, or ABlackwell@hcma.net.

TWO SPONSORSHIP CATEGORIES



\$5,000 Membership Dinner Co-Sponsor includes recognition on all invitations and event marketing, podium time, an exhibit table during the social hour, a reserved table of 10 for dinner, and a full-page ad in *The Bulletin*.



\$2,500 Membership Dinner Co-Sponsor includes recognition on all invitations and event marketing, an exhibit table during the social hour, and 5 reserved seats for dinner.

EXHIBIT OPPORTUNITY



\$500 Membership Dinner Exhibits include a six-foot skirted table during the social hour, and dinner for one representative. Additional meals can be purchased.



Membership dinners are generally held on the first or second Tuesday evening during the specified months. Social hour begins at 6:30pm, the dinner and program begin at 7:30pm.



HCMA Foundation Charity Golf Classic

Each Spring
Tournament Players Club – Tampa Bay

The Charity Golf Classic is an event where physicians, hospitals, and local businesses raise funds to support charitable healthcare organizations. It is our privilege to work within a network of physicians and local businesses dedicated to enriching our communities.

Due to the success of the Charity Golf Classic, we have been proud to fund programs through organizations such as Champions for Children, Children's Home Network, Clothes to Kids, Frameworks of Tampa Bay, Judeo Christian Health Clinic, Lighthouse for the Blind & Low Vision, MOREHEALTH, New Life Village, Outreach Free Clinic & Resource Center, Voices for Children of Tampa Bay, and a USF Medical Student Scholarship.

Participation in the HCMA Foundation Charity Golf Classic will provide your organization with a wonderful opportunity to show our physician members and the community your support of the HCMA Foundation's philanthropic activities.

Sponsor Levels

Premier: \$7,500

Title: \$5,000

Champion: \$3,000

Winner: \$2,000

Eagle: \$1,500

Par: \$750

Hole: \$400

Golfer: \$200

Contact Anni Blackwell or Elke
Lubin for sponsor levels'
corresponding benefits
813.253.0471

Visit the HCMA's Facebook
page for golf tournament
photos: /HCMADocs

Benefit Providers

The HCMA Benefit Provider Partnership Program serves as a mutually beneficial alliance between HCMA and its partners. The Program provides beneficial services and products to members, at members' only rates, meanwhile opening the door for businesses to market to the HCMA membership. The HCMA's valuable endorsement requires monetary support through three partnership-level options. Monetary expectations and proposed benefits are coordinated with Debbie Zorian, Executive Director, prior to the creation of a partnership. Contact Ms. Zorian at 813.253.0471 or DZorian@hcma.net.

Debbie Zorian
Executive Director
DZorian@HCMA.net



Elke Lubin
Executive Assistant
Managing Editor
ELubin@HCMA.net



Anni Blackwell
Event Coordinator
ABlackwell@HCMA.net



Asta Orthman
Membership Coordinator
AOrthman@HCMA.net



Jean Repass
Bookkeeper
JRepass@HCMA.net

HCMA Administrative Staff

Advocating for physicians and the health of the communities we serve.