

2024 STRATEGIC MARKETING OPPORTUNITIES

The Hillsborough County Medical Association (HCMA) and the HCMA Foundation support the needs of over 2,700 physicians and medical student members who provide a range of healthcare services to Hillsborough and surrounding counties in Florida.

Advertising and sponsorships help us meet our mission:
*advocating for physicians and the health of the
communities we serve.*

This package outlines HCMA marketing opportunities and rates available to businesses in 2024.

Let us help you reach a target audience!

Hillsborough County Medical Association, Inc.



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Tampa, FL 33609

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 HCMA.net



The Bulletin



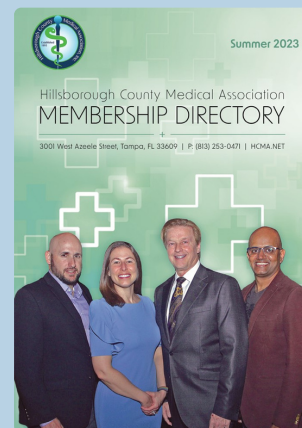
The Bulletin is the official printed and digital journal of the HCMA. It is mailed to all active physician members, advertisers, and local and statewide partners, four times a year. The 32-page, glossy, color publication highlights feature articles, HCMA news, photo galleries, and important topics relevant to the practice of medicine.

ISSUE	AD DEADLINE	ISSUE	AD DEADLINE
Summer	April 30	Winter	October 30
Fall	July 30	Spring	January 30

SIZE	SINGLE ISSUE	ALL 4 ISSUES
Full page	\$540	\$1,890
Full pg insert	\$620	\$2,170
Half page	\$370	\$1,295
Quarter page	\$260	\$910
Business card	\$120	\$420
Inside covers	\$650	\$2,275
Back cover	\$680	\$2,380
Classified ad	\$10/line (3 line min)	

Annual Membership Directory

The HCMA partners with E&M Consulting, Inc. to produce our Annual Membership Directory. The publication is available in both print and digital formats and is mailed each Summer to all Active members. It is also disseminated to local hospitals and posted on HCMA.net, allowing you additional exposure and the opportunity to further promote your business and services.



Advertising reservation and submission deadline is May 15th.

AD SIZES

Full page
Half page
Quarter page
Eighth page

Discounts are available for members and first time advertisers. Contact the HCMA for details.

Email Marketing

HCMA offers two email marketing options that reach over 1,300 local physicians.



SPONSORED EMAIL

Sponsored email can be purchased for \$500 and feature ONLY your message. You provide the text and jpg images and we will create the email for you.

ENEWS CLASSIFIED ADS

Enews is HCMA's monthly electronic newsletter to HCMA members. It is sent the first week of each month and is also posted on HCMA.net. Ad cost is \$40 for each group of 400 characters (including spaces). Deadline: the 25th of each month.

NOTE: Free or fee-based events that provide CME to our members can be requested for publication in the HCMA's monthly *CME, CEU, Seminars, Workshops, & Conferences* electronic newsletter at no cost. Listings are limited to 75 words and a url for registration must be included.

2024 HCMA Event Sponsorship Opportunities

Quarterly Membership Dinners & Presidential Installation Feb/*May/Sept/Nov	<p>\$500 Exhibit Table</p> <ul style="list-style-type: none">• 6' skirted table.• One dinner (additional dinners are \$55/maximum 3 attendees). <p>\$2,500 Sponsorship:</p> <ul style="list-style-type: none">• Recognition on all marketing materials including HCMA website & social media.• Exhibit table during the social hour.• Five (5) reserved seats for sponsor guests.• Recognition at the event without podium time. <p>\$5,000 Sponsorship</p> <p>In addition to the above benefits, you will receive:</p> <ul style="list-style-type: none">• A total of ten (10) reserved seats for sponsor guests.• Recognition at the event & 3 minutes podium time.• Full-page advertisement in an issue of the HCMA journal, <i>The Bulletin</i>. <p>*Presidential Installation Only - Table for 10: \$1,000</p>
Resident Reception Summer	<p>\$500 Sponsorship</p> <ul style="list-style-type: none">• Recognition on all marketing materials including HCMA website & social media.• Mingle with young physicians from USF, HCA Brandon, and AdventHealth.• Recognition at the event.
Women in Medicine Reception Fall	<p>\$1,000 Sponsorship</p> <ul style="list-style-type: none">• Recognition on all marketing materials including HCMA website & social media.• Exhibit table during the social hour.• Mingle with female physician members of all medical specialties.• Recognition at the event.
Practice Administrator Reception TBD	<p>\$500 Sponsorship</p> <ul style="list-style-type: none">• Recognition on all marketing materials including HCMA website & social media.• Mingle with medical practice decision makers.• Recognition at the event.
Family Events	<p>HCMA Physician Family Alliance cultivates connections between physician families. Family events and adults-only happy hours are coordinated throughout the year. Multiple sponsorship levels are available. For more information, contact HCMAPhysicianFamilyAlliance@gmail.com or visit https://hcma.net/Sponsorship-Information</p>
	<p>Note: each event allows for multiple sponsors as needed.</p>

Annual HCMA Foundation Charity Golf Classic

April 4, 2024 - Tournament Players Club

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, and Voices for Children of Tampa Bay.

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 our 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

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