ORLANDO MEDICAL NEWS IS A WHOLLY OWNED SUBSIDIARY OF K&J KELLY, LLC

Karen Kelly, President
Karen Kelly is a Pediatric ARNP employed by the Neurology Division of Nemours Children's Hospital Orlando. She has been a practicing Pediatric ARNP for 16 years. Karen previously worked as a Primary Care ARNP. Karen completed her undergraduate studies at the University of Central Florida and her graduate studies at University of Florida (Go Knights! Go Gators!) Karen is married to Orlando Medical News Publisher, John Kelly. The family has 3 children who keep them quite busy. In her spare time, Karen enjoys running, watching her daughter's volleyball matches, and spending time at the beach.

John Kelly, Vice President – Publisher
Vice President & Publisher, John Kelly has served as Publisher of the Orlando Medical News for the past 10 years. Prior to joining the Medical News family, John was the Florida Sales Manager for a number of Wireless and Telecommunication companies. John completed his undergraduate studies with a BS from the State University of New York at Cortland in 1980. John has been married to Orlando Medical News President, Karen Kelly for the past 24 years. The family has 3 children who keep them quite busy. John also coaches High School Basketball in the Orange County Public School District.

Pepper Jeter, Editor
Pepper Jeter has worked in news production and journalism for 35 years spanning local and national television and print media. Pepper and a team of contributors, all highly experienced in their niche covering the business of healthcare, shape the editorial content of Orlando Medical News.

Katy Barrett-Alley, Creative Director
Katy Barrett-Alley has worked as a graphic designer with Orlando Medical News for the past ten years developing marketing, advertising and editorial layout. Located in Nashville, TN, Katy acquired her degree in Mass Communications from Middle Tennessee State University. When not in front of a computer, she can be found hiking, horse riding, kayaking and enjoying her family.

Trish Murphy, Social Media Director
Trish is a Florida native, born right here in Orlando. She is an Air Force Veteran and has a bachelor’s degree in Marketing Management. She is the owner of Trident Marketing, an online marketing company with an emphasis on content marketing. Some of her favorite people to hang out with are veterans, and that’s why she’s gotten involved in FAVOB. Trish has a passion for helping her fellow brothers and sisters, and those who support the Armed Forces grow their business.
ORLANDO MEDICAL NEWS

WITH ORLANDO MEDICAL NEWS YOU CAN REACH A TOTAL MONTHLY AUDIENCE OF 100,000 VIA PRINT & ELECTRONIC MEDIA.

AUDIENCE

Orlando Medical News is the publication of choice for Physicians, Healthcare Professionals & Business Owners:

- Physicians: MD's, DO's, DPM's
- PA's, ARNP's, RNs, LPNs and Case Managers and Referral Coordinators
- Hospital Administrators: Including Executive C-Suite
- Medical Practice Management; Administrators, Managers including MGMA membership
- Corporate Healthcare Executives

WHEN YOU ADVERTISE IN ORLANDO MEDICAL NEWS, YOU'RE IN GOOD COMPANY

AFFILIATED PUBLICATIONS

Orlando

- 5,900 Print
- 8,000 Digital

North Florida Medical News

- 12,500

Austin Medical Times

- 12,500

Birmingham

- 12,788

Houston Medical Times

- 12,500

Memphis/West TN

- 5,967

Nashville

- 4,825

Audience with Orlando Medical News you can reach a total monthly audience of 100,000 via print & electronic media.

Florida Medical Association (FMA)
Florida Wound Care Doctors
Galen Insurance Company
Griswold Home Care, Seminole & North Orta
Halifax Health Marketing Communications
Hardy Health Aesthetics
ICI Homes
James Faust / Edward Jones
Jason Acuna - Premium Properties
JDL Technologies, Inc.
Jorge J. Perez MD
Juliet Burry, MD
Largo Medical Center
MOSAIC Marketing Solutions
National Media / Arnold Palmer Hospital
National Media Consumer_UF Health Cancer
Nemours Children's Hospital
Orange County Medical Clinic/PCAN
Orange County Medical Society
Orlando Orthopaedic Center
Osceola Regional Medical Ctr / True Medi
Pain Physicians of Greater Orlando
PNC Marketing Finance
Premier Radiology
Preassurance Companies
R. Christian Rasband
RV One Superstores Inc. dba Orlando RV
Sebastian HealthCare Realty Advisors
Seminole County Medical Society
Southeastern Retina Associates, PC
Sperry Van Ness / ArchBest Realty
SunTrust Mortgage
Tampa Community Hospital
Taylor & Mathis
Tom Armour / RealMedSaver
Trickey Jennus / UF Health
True Media / Poinciana Medical Center
TrueChoice Telecom
UCF Health / College of Medicine
Ultimate Savings for Medical Advisory
US Army - Universal McCann
Vascular Specialists of Central Florida
Vascular Vein Center
Vitas Innovative Hospice Care
Wenstrom Communications / BayCare Media
Wenstrom Communications / St Josephs
Wound Care and Hyperbaric Medicine
Your Location Lubrication

TESTIMONIAL

"Working with the Orlando Medical News the past 5 years has helped position the Digestive and Liver Center of Florida with referring physicians. We have leveraged Event Marketing, Sponsorship of the Medical City Section of the Orlando Medical News, Digital Branding and Social Media. The Orlando Medical News Team is committed to “partnering” with our multi-location practice."

Dr. Harinath Sheela,
Digestive and Liver Center of Florida
### 2019 EDITORIAL CALENDAR

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<tr>
<th>MONTH</th>
<th>BUSINESS</th>
<th>CLINICAL</th>
<th>CONTENT DEADLINE</th>
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<tbody>
<tr>
<td>Jan</td>
<td>Pain Management</td>
<td>Practice Management</td>
<td>December 20</td>
</tr>
<tr>
<td>Feb</td>
<td>Cardiology</td>
<td>Legislative Agenda</td>
<td>January 20</td>
</tr>
<tr>
<td>March</td>
<td>Social Determinants on Health</td>
<td>Recruiting</td>
<td>February 20</td>
</tr>
<tr>
<td>April</td>
<td>Imaging</td>
<td>Construction/Real Estate</td>
<td>March 20</td>
</tr>
<tr>
<td>May</td>
<td>Women’s Health</td>
<td>Health IT</td>
<td>April 20</td>
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<tr>
<td>June</td>
<td>Men’s Health</td>
<td>Big Data</td>
<td>May 20</td>
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<tr>
<td>July</td>
<td>Pediatrics</td>
<td>Healthcare Law</td>
<td>June 20</td>
</tr>
<tr>
<td>Aug</td>
<td>Orthopedics/Sports Medicine</td>
<td>Telemedicine</td>
<td>July 20</td>
</tr>
<tr>
<td>Sept</td>
<td>Hepatology</td>
<td>Physician Independence</td>
<td>August 20</td>
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<tr>
<td>Oct</td>
<td>Oncology</td>
<td>Reimbursement</td>
<td>September 20</td>
</tr>
<tr>
<td>Nov</td>
<td>Gastroenterology</td>
<td>Charitable Endeavors</td>
<td>October 20</td>
</tr>
<tr>
<td>Dec</td>
<td>Behavioral Health</td>
<td>Financial Planning</td>
<td>November 20</td>
</tr>
</tbody>
</table>

*Topics and deadlines subject to change

**TESTIMONIAL**

“The Orlando Medical News provides value added Advertising and Marketing solutions. Solutions including Print, Digital, Social Media, Podcasts and Video. All delivered with high levels of Customer Service at reasonable ad rates. We have leveraged the Orlando Medical News throughout 2017 and will continue to do so in 2018. I routinely encourage my peers to meet the Orlando Medical News Team.”

Di-Anne Elise Torrente
PR & Marketing Specialist, Marketing Physicians Liaison Florida Hospital
1/4 PAGE  $1,895  $1,695  $1,500  $1,300
3/4 PAGE  $1,800  $1,570  $1,420  $1,155
1/2 PAGE  $1,635  $1,465  $1,285  $1,060
1/3 PAGE  $1,426  $1,285  $1,155  $975
1/4 PAGE  $1,285  $1,065  $925  $805
1/8 PAGE  $875  $745  $635  $580

4 color ad rates: Add $350 to monthly B&W cost.

PREMIUM POSITION 4 COLOR Ad rates are per month.

1X  3X  6X  12X
FRONT PAGE BANNER $2,000 $1,810 $1,540 $1,395
INSIDE FRONT COVER $2,900 $2,650 $2,440 $2,145
RIGHT PAGE CENTER  $2,480 $2,410 $2,195 $1,785
2PAGE CENTERSPREAD $4,200 $3,690 $3,380 $2,990
INSIDE BACK COVER  $2,900 $2,650 $2,440 $2,145
BACK COVER  $3,650 $3,050 $2,790 $2,425

DIGITAL EDITION AD RATES Ad rates are per month.

1X  3X  6X  12X
FULL PAGE  $1,000 $900 $700 $600
3/4 PAGE  $900 $800 $600 $500
1/2 PAGE  $800 $700 $500 $400
1/3 PAGE  $700 $600 $400 $300
1/4 PAGE  $600 $500 $300 $200
1/8 PAGE  $500 $400 $200 $100

4/C DIGITAL AD SUBMISSION: Any black text or images should be saved in grayscale, or 100% black. Four color images should be saved in CMYK with a resolution of at least 170 dpi. Line art must be at least 300 dpi.

B/W DIGITAL AD SUBMISSION: Black and white ads should be saved in grayscale, or 100% black, with a resolution of at least 170 dpi. Line art must be at least 300 dpi.


AD SUBMISSION: PDFs and/or materials to create ads should be sent directly to your sales representative.

ACCEPTABLE SOFTWARE APPLICATIONS: Indesign CS6 with all links and fonts packaged High Res PDFs using PDF/X-1a:2001

PRODUCTION FEES: Orlando Medical News reserves the right to add a surcharge of $250 for advertisement production, which includes two rounds of revisions. After two proofs, an additional fee of $50 per revision will be added. These charges may be adjusted or waived. For more information, please contact the Publisher.

Orlando Medical News Privacy Policy

The Orlando Medical News recognizes the importance of protecting the privacy of information provided to us by those who use our products and services. This policy describes how personally identifiable information is acquired by the Orlando Medical News from its users, how it is used, and how it is protected. By accepting the terms and conditions of this Privacy Policy, you agree to the privacy practices outlined herein.

Privacy - General Overview

You are required to have an Orlando Medical News account to use certain free Services. Personal information you provide to the Orlando Medical News is governed by the Orlando Medical News Privacy Policy.

You must have a paid subscription to the Orlando Medical News to use the Orlando Medical News Privacy Policy.

To summarize the key terms of the Orlando Medical News Privacy Policy: Information collected by the Orlando Medical News includes name, e-mail address, age, gender, location information, product and access information, system information, content preferences. The information is stored locally in cookies on a user’s personal computer and on the Orlando Medical News servers. It is shared with and from such servers as part of regular communications that support our Services. The Orlando Medical News will not sell this information, or knowingly provide this information to other companies, or organizations. The Orlando Medical News cannot be responsible for personal information being archived on cyber space, internet, social media, chats, blogs, etc.

Orlando Medical News uses this information to:
- Verify access rights to premium content, services or software.
- To provide you with information about products, services, news and events.
- Verify access rights to premium content, services or software.
- To provide you with personalized content programming and services.
- To provide you with personalized content programming and services.
- To better understand how and which of our Services are used, traffic levels and patterns and what types of content and services are most popular with users of our products and services.
- To provide you with personalized content programming and services.
- To provide you with personalized content programming and services.

Limitation of Liability

UNDER NO CIRCUMSTANCES, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, SHALL THE Orlando Medical News BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL DAMAGES, OR OTHER DAMAGES ARISING FROM USE OF, OR THE INABILITY TO USE, THE Orlando Medical News SERVICES OR MATERIALS OR FUNCTIONS ON ANY SUCH SITE, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, APPLICABLE LAW MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY UNDER CERTAIN CIRCUMSTANCES. TO THE EXTENT PERMITTED BY LAW, IN NO EVENT SHALL THE Orlando Medical News BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, DAMAGES FOR BUSINESS INTERRUPTIONS, PROFITS OR LOSS OF DATA, OR OTHER DAMAGES ARISING FROM USE OF, OR THE INABILITY TO USE, THE Orlando Medical News SERVICES OR MATERIALS OR FUNCTIONS ON ANY SUCH SITE, EVEN IF THE Orlando Medical News HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, APPLICABLE LAW MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY UNDER CERTAIN CIRCUMSTANCES.
Responsive Designed, the Orlando Medical News website provides the acceleration of business activities, processes, competencies & models, to fully leverage the opportunities of digital technologies and their impact in a strategic and prioritized way.


Providing Access to Healthcare Decision Makers. Delivering the opportunity to repeatedly engaging the audience, increasing brand exposure, driving growth and positioning as “the expert”

Web Branding
- **Scoreboard** (300 x 250 pixels) $200/Mo.
- **Skinny Tower** (160 x 600 pixels) $300/Mo.
- **Half Page** (300 x 600 pixels) $400/Mo.
- **Leaderboard** (970 x 90 pixels) $500/Mo.

Targeted Promotional Email Distribution
- $250/Initial Distribution - $150/Additional Distributions

Sponsorship Opportunities
- **Weekly Newsletter**
  - $500/Mo. Sponsoring 2-Weeks/Month
  - $800/Mo. Sponsoring 4-Weeks/Month
- **Monthly Digital Edition** $500/Month

**FACEBOOK ADVERTISING**

**CO-BRAND WITH ORLANDO MEDICAL NEWS**

**PRINT | DIGITAL | WEB**

**$200/Month Promotion**
**$500/Month Promotion**
**$50** Account Establishment Fee 1x providing, Setup, Campaign Design, Ad Design & Analytics

**Curious???**

JOHN KELLY
407-701-7424
johnkelly@orlandomedicalnews.com
PROMOTIONAL VIDEO (INTERVIEW STYLE)

PROMOTIONAL INTERVIEW STYLE VIDEO:
Basic Package: $1,145
1-Hour Video recorded interview session (typically collecting enough content for 10 short videos).
1 Branded Short Video that includes introduction, outro, music, title screen, and animated logo.
Video will appear on Orlando Medical News’ website and Social Media Pages.

Full Package: $1,945
1-Hour Video recorded interview session (typically collecting enough content for 10 short videos)
Up to 5 Branded Short Videos including intro, outro, music, title screen, and animated logo
All videos will appear on Orlando Medical News’ website and Social Media Pages.
Additional Videos $250

15-SECOND SOCIAL MEDIA VIDEO:
Beginning $295.
15-Second Stock Video & Background Music Delivering 3-Part Text Message
Perfect for Social Media
Message Development Support Included
Videos become property of the client to be used on their website and Social Media Pages***

*Videos become property of the client to be used on their website and social media platforms*

TEXT VIDEO (SOCIAL MEDIA STYLE)

$295
• 15-Second Stock Video & Background Music Delivering 3-Part Text Message
• Perfect for Social Media
• Message Development Support Included

ORLANDO MEDICAL NEWS PODCAST

15 Minute Podcast: $600
• Planning and Production
• Script Development
• Recording Equipment
• Recording & Editing
• Uploading to Host Site