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 over 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 27 years. The family has 3 children who keep them quite busy. John also coaches High School Basketball in Central Florida.

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.
The combined Orlando Medical News, North Central Florida Medical News & Volusia-Brevard Medical News engage a total monthly audience of 18,000 via print & electronic media.

REACH A CENTRAL FLORIDA & NORTH CENTRAL FLORIDA MONTHLY AUDIENCE OF 22K VIA PRINT & DIGITAL MEDIA

Audience

Orlando Medical News,
North Central Florida Medical News & Volusia-Brevard Medical News are the publications of choice for Physicians, Healthcare Professionals & Business Owners:

- Physicians: MD's, DO's, DPM's
- PA's, CRNA's ARNP's, RN's, LPN's, Case Managers and Referral Coordinators
- Hospital Executive C-Suite & Administrators
- Independent Practice Administrators & Managers, including MGMA Membership
- Medical Practice Management; Administrators, Managers including MGMA membership
- Corporate Healthcare Executives

You're in Good Company Advertising in the Medical News Publications

American Lung Association
American Marketing Association of Tampa
Arbor Medical Staffing
Atlantic Data Team
Atlantic Financial Advisors, LLC
Brown Parker & DeMarinis Advertising / Flow Cancer Care Center
Central Florida Cancer Care Center
Central Florida Family Health Center
Central FloridaMGMA
Central Florida Pain Relief Centers
Central Florida Power Systems
Charles E Dortman MD
Citizens National Bank
CNS Healthcare
Commercial Realty LLC
Community Health Systems, Inc.
Danna-Gracey
David Benoit / Central Payment
Dental Partners LLC
Doctors Company, The
Endo-Surgical Center of Florida
Excellent Medical Billing Services
Faceless Technologies
Fifth Third Bank
Florida Medical Association (FMA)
Florida Wound Care Doctors
Galen Insurance Company
Greiswald Home Care, Seminole & North Ora
Halifax Health Marketing Communications
Hardy Health Aesthetics
ICI Homes
James Faust / Edward Jones
Jason Acuna - Premium Properties
JDL Technologies, Inc.
Jorge J. Perez MD
Juliett 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
Proassurance 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 / ArtBest Realty
SunTrust Mortgage
Tampa Community Hospital
Taylor & Mathis
Tom Armour / RealMedSaver
Trickey Jennis / UF Health
True Media / Poloicania Medical Center
TrueChoice Telcom
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
Winstrom Communications / BayCare Medica
Winstrom 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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<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>
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<tr>
<td>Feb</td>
<td>Cardiology</td>
<td>Legislative Agenda</td>
<td>January 20</td>
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<tr>
<td>March</td>
<td>Social Determinants on Health</td>
<td>Recruiting</td>
<td>February 20</td>
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<tr>
<td>April</td>
<td>Imaging</td>
<td>Construction/Real Estate</td>
<td>March 20</td>
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<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>
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<tr>
<td>Aug</td>
<td>Orthopedics/Sports Medicine</td>
<td>Telemedicine</td>
<td>July 20</td>
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<tr>
<td>Sept</td>
<td>Hepatology</td>
<td>Physician Independence</td>
<td>August 20</td>
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<td>Oct</td>
<td>Oncology</td>
<td>Reimbursement</td>
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<td>Nov</td>
<td>Gastroenterology</td>
<td>Charitable Endeavors</td>
<td>October 20</td>
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<tr>
<td>Dec</td>
<td>Behavioral Health</td>
<td>Financial Planning</td>
<td>November 20</td>
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*Topics and deadlines subject to change

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**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*

Founder & Principal; Media Resource Enterprise
 Responsively Designed, the Orlando Medical News & North Florida 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.

Web Branding – OrlandoMedicalNews.com – NorthFloridaMedicalNews.com

Providing Access to Healthcare Decision Makers. Delivering the opportunity to repeatedly engage the audience, increase brand exposure, drive growth and position 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.

Sponsorship Opportunities

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

Targeted Promotional Email Distribution

- $250/Initial Distribution - $150/Additional Distributions

**FACEBOOK ADVERTISING**

**CO-BRAND WITH ORLANDO MEDICAL NEWS**

PRINT | DIGITAL | WEB

*Including Facebook Advertising Leveraging the Orlando Medical News’ Physician Audience

- **$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. Please delete the following: (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’ and/or North Florida Medical News’ websites, iTunes, YouTube and Social Media Pages

**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*

RED FANG PRACTICE REPUTATION MANAGEMENT

**Annual Program: $1800**  $100 Establishment Fee

**Bi-Annual Annual Program: $1900**  $250 Establishment Fee

**Monthly Program: $250**  $500 Establishment Fee

- Rank HIGH on Google & Online Medical Review Sites
- Proactively Address Negative Reviews PRIOR to Damaging Online Reputation
- Leverage Negative Reviews & IMPROVE Practice
- Generate 100% Positive Patient Reviews from Patients on Auto-Pilot
- Increase Patient Census

ORLANDO MEDICAL NEWS PODCAST

**15 Minute Podcast: $600**

- Planning and Production
- Script Development
- Recording Equipment
- Recording & Editing
- Uploading to Host Site