



TEXAS MEDICAL ASSOCIATION **360 VENDOR PROGRAM**

texmed.org/Marketing



Physicians Caring for Texans



TMA 360 VENDOR PROGRAM

**Market directly to Texas physicians *alongside* TMA,
wherever we go, all year long.**

Join the TMA 360 Vendor Program for discounted standalone advertising, shared promotions, content marketing, and event sponsorship. Select from one of five annual programs featuring integrated marketing across TMA channels and at TMA events.



**Save Up
To 20%**



5 Marketing Options

Digital • Print • Events
Education • Swag



**Open Use
Badge**

TMA OUTREACH CHANNELS

TMA Website
Texas Medicine Magazine
Texas Medicine Today e-Newsletter
Medical News Roundup e-Digest
Member Education
Event Sponsorship
Sections Sponsorship
Swag Bag Insert
Business Directory
Virtual Vendor Fairs
Starting In Medical Practice Manual
Practice Pointers e-Newsletter

TMA PHYSICIAN AUDIENCES

Academic Physicians
Border-Area Physicians
Employed Physicians
International Medical Graduate Section (IMG)
LGBTQ Health Section
Medical Student Section (MSS)
New-to-Texas Physicians
Resident and Fellow Section (RFS)
Retired Physicians
Rural Physicians
Women Physicians Section (WPS)
Young Physician Section (YPS)
Practice Managers and Staff



TMA 360 VENDOR PROGRAM

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
TMA Vendor Guide and Landing Page Listing	Yes	Yes	Yes	Yes	Yes
Texas Medicine Magazine Print Ad–Standalone	6x Full Page	6x Half Page	3x 1/3 Page Ad	3x 1/6 Page Ad	6x 1/6 Page Ad
Texas Medicine Magazine Print Ad–Vendor Spotlight Shared	10x Full Page	10x Full Page	10x Full Page	10x Full Page	10x Full Page
Starting in Medical Practice–Business Card Ad	Yes	Yes	No	No	No
TMA Website–Standalone	12x Premium Banner	12x Premium Banner	6x Standard Banner	3x Standard Banner	No
TMA Website–25% SOV Banner Shared	Yes	Yes	Yes	Yes	Yes
TMT e-Newsletter	2x Banner ad	1x Banner ad	1x Banner ad	1x Banner ad	No
Practice Pointers e-Newsletter	2x Banner ad and Content	2x Banner ad and Content	1x Banner ad and Content	1x Banner ad	No
TexMed Conference–TMA 360 Vendor Pavillion	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Booth	No
Leadership Summit/Business of Medicine Conference	Silver Sponsor	No	No	No	No
Conference Program Ad–Standalone	3x Full Page	1x Full Page	3x Half Page	No	No
Conference Program Ad–Shared	3x Full Page	3x Full Page	3x Full Page	3x Full Page	3x Full Page
TMA Education and Speaking–Subject to Approval	2x	1x	No	No	No
TMA Section Webpages and Swag Bag	12x	12x	6x	6x	No
Virtual Vendor Fair	2x Social Media Promo	2x Social Media Promo	2x Social Media Promo	2x Social Media Promo	2x Social Media Promo
Vendor Cost	\$50,000.00	\$35,000.00	\$20,000.00	\$12,000.00	\$4,200.00
% Discount	25%	15%	10%	5%	0%
Monthly Installments	\$4,166.66	\$2,916.66	\$1,666.66	\$1,000.00	\$350.00

Customization may be available upon request.

The Texas Medical Association does not endorse third-party advertisers including TMA 360 Vendors unless specifically stated in the advertisement. TMA 360 Vendors pay fees in exchange for TMA advertising, sponsorship, and designation as a *TMA supporter*.

DIGITAL AND PRINT ADVERTISING



TEXAS MEDICINE

Texas Medicine is an award-winning monthly magazine mailed via hard copy to Texas physicians and is also publicly available online.



TEXAS MEDICINE TODAY

Texas Medicine Today is a daily e-newsletter delivering legislative, legal, economic, public health, and association news affecting Texas physicians and patients.



PRACTICE POINTERS

Practice Pointers is a year-round e-newsletter published on the second and fourth Thursdays of each month. It highlights guidance on practice management and operational best practices via practical, timely, and easy-to-digest messaging.



MEDICAL NEWS ROUNDUP

Medical News Roundup is a daily e-digest featuring the most relevant news in medicine as reported in the previous day's media.

TMA WEBSITE

Thousands of physicians regularly turn to the TMA website as a trusted source for current health care information, best practices, and hot topics in medicine.

CONFERENCES, SECTIONS, AND CAREER CENTER



TEXMED

Continuing medical education (CME) is a requirement for all Texas physicians. TexMed is TMA's largest annual conference and is free for members.



BUSINESS OF MEDICINE CONFERENCE AND LEADERSHIP SUMMIT

TMA hosts two conferences each year with a primary focus on association leadership meetings. These events are popular for networking.



TMA SECTION MEETINGS

These diverse membership groups advance TMA policy on key issues to shape the future of medicine and improve the health of all Texans.



TMA CAREER CENTER*

The TMA Career Center connects physicians across all specialties and medical professionals with top health care employers in Texas.

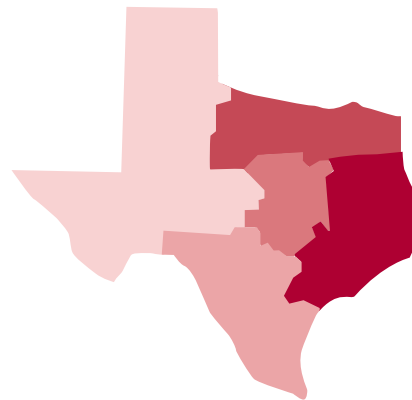
* Available as an add-on. 360 Vendor discount percentages apply.

MEMBERSHIP BY THE NUMBERS



PRACTICE SPECIALTY

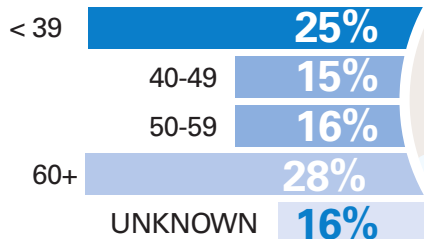
Internal medicine, family medicine, pediatrics	31%
Surgery	12%
Anesthesiology	7%
Obstetrics, gynecology	6%
Radiology	5%
Emergency	4%
All other specialties	35%



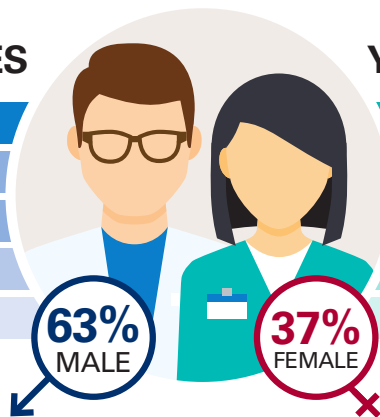
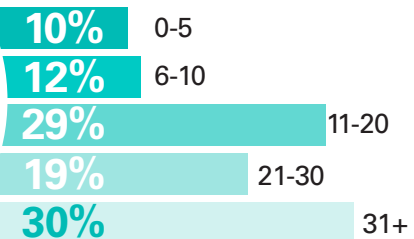
PRACTICE LOCATIONS

33%	East
30%	North
15%	Central
15%	South
7%	West

MEMBER AGES



YEARS IN PRACTICE



PRACTICE SIZE AND MEMBER TYPE

57%

Serve in a practice with 1-5 physicians

43%

Serve in a practice with 6 or more physicians



69% Physicians

17% Residents

14% Students



Physicians Caring for Texans

[texmed.org/Marketing](https://www.texmed.org/Marketing)



@texmed



@texmed



@wearetma