

GREATER ORLANDO HEALTHCARE GUIDE™ & PHYSICIANS SOCIETY OF CENTRAL FLORIDA (PSCF) MEMBERSHIP DIRECTORY



2026 MEDIA KIT

The *Greater Orlando Healthcare Guide™*, including the *Physicians Society of Central Florida Membership Directory*, is a combination of two great publications and the exclusive annual medical directory used by Orlando area doctors, surgeons, PAs, nurses, practice administrators, referral coordinators and hospital administrators in the daily workings of their practices and patient referrals. For more than two decades of publication, this book is highly recognizable and sought-after as the only medical directory with high readership, reference ability and daily usage, serving **Orange, Osceola, Seminole, Lake and Sumter counties**.



Providing quality publications for Jacksonville, Gainesville,
Orlando, Daytona & Southeast Georgia since 1996!

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Jacksonville, FL 32256

www.heritagepublishinginc.com



WE HAVE NOW COMBINED TWO BOOKS INTO ONE!

With informative articles and comprehensive information in both directories, we have combined the *Greater Orlando Healthcare Guide*™ and *Physicians Society of Central Florida Membership Directory*. The guide will identify PSCF members as “PSCF Active” and will provide current PSCF Membership Directory content in the editorial section. With this combined book, not only will your advertisement be visible to a multitude of healthcare professionals, this publication will allow your advertisement to reach consumers in key demographics.

HEALTHCARE GUIDE CONTENTS

Editorial Sections

- Table of Contents
- PSCF Officers
- PSCF Foundation
- PSCF Membership Benefits
- PSCF Physicians Wellness Program
- Healthcare Editorials
- Local Medical Articles
- Continuing Education

The Green Pages™

- Alphabetical Listing of Physicians & Surgeons with Page Number Reference
- PSCF Members and Sub-Chapter Members Easily Identified
- Categorical Listing of Physicians & Surgeons by Specialty
- Comprehensive A-Z Listing of Other Healthcare Services Available in Central Florida
- Healthcare Provider Listing and Revision Form
- Index of Advertisers

SPECIAL ADVERTISING RATES

15% off
Agency
Discount

To qualify for an agency discount, your advertising agency must provide “camera ready” artwork in an acceptable file format as specified in the Printing Specifications & Artwork Submissions section below and include a bona fide Agency Insertion Order. This discount excludes Tab Inserts.

5% off
Prepayment

A discount of 5% is available to all advertisers who prepay in full upon contract. Tab inserts are required to pay 50% upon contracting and remaining 50% is due upon invoice terms. Tab Insert placement is determined by Heritage Publishing, Inc.

“

We tracked how many referrals we received from the Greater Orlando Healthcare Guide and I would like to report that our advertisement brought in 39 referrals (i.e. new patients).

- Richard Torres, Practice Administrator, Celebration Orthopaedic and Sports Medicine Institute

“

We use our Orlando Healthcare Guide on a daily basis. We would be lost without it. Our three pre-op nurses rely on these daily to locate doctors. Our front desk secretary also uses it daily to assist patients who are lost to find their doctor's phone numbers and address. We update the guides and keep notes in them. We at The Kidney Stone Center keep them readily available for quick reference in each area.

- Deborah L. McCullough, LPN, Kidney Stone Center

“

I use the Greater Orlando Healthcare Guide every single day. I have to obtain Surgical Medical Clearances for our patients, so I use this book to search for doctor's phone numbers and fax numbers. I find it way more helpful using this book than looking up the doctor's name on the internet.

- Cassie Neidleinger, Magruder Laser Vision

“

The Orlando Healthcare Guide [is] very helpful when looking for a specific physician for our patients.

- Sylvia Patterson, Central Florida Kidney

Readership in excess of **180,000** through printed copies, digital views, downloads & Find-A-Doc.

2026 HEALTHCARE GUIDE & PSCF MEMBERSHIP DIRECTORY ANNUAL ADVERTISING RATES

Premium Positions

Outside Back Cover.....	\$9,975
Inside Front Cover	\$8,195
Inside Back Cover	\$7,175
Tab Insert - Front Side & Back Side...	\$8,500
Tab Insert - Front Side	\$4,500
Tab Insert - Back Side	\$4,000
Full Pages 1-7	\$5,895

HPI will provide each provider one complimentary listing under selected categories. Must be paid in full with contract.

Column Listings

3" Listing With Logo	\$1,540
2" Listing	\$1,125
Bold Listing	\$450
Regular Listing (2nd category)	\$325
Additional Locations (ea.)	\$95
Web Address Listing	\$225
Additional Line(s) 20 Characters.....	\$125

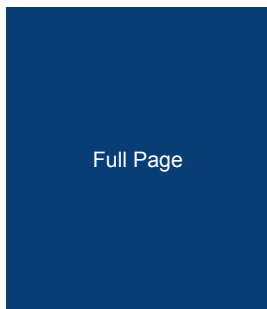
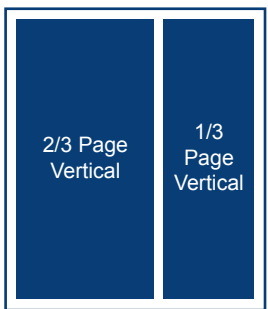
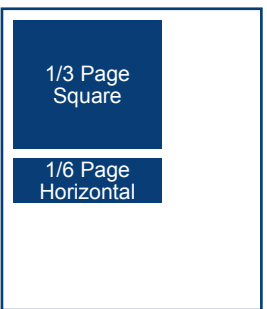
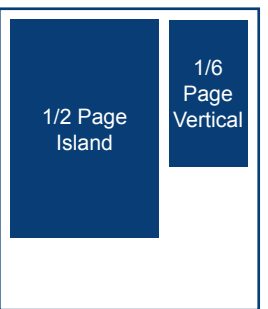
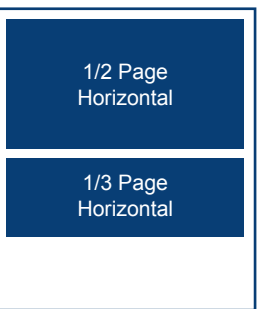
Listings are not subject to discount and are payable in full with contract.

Standard Positions

Full Page With or Without Bleed	\$4,995
2/3 Page Vertical	\$4,295
1/2 Page	\$3,795
1/3 Page	\$2,875
1/6 Page	\$1,745
Website Banner for 12 months.....	\$1,200

Readership of more than
180,000 through printed
copies, unlimited access to our
e-publication, digital
downloads & Find-A-Doc.

HEALTHCARE GUIDE SIZES

 <p>Full Page</p>	 <p>2/3 Page Vertical 1/3 Page Vertical</p>	 <p>1/3 Page Square 1/6 Page Horizontal</p>	 <p>1/2 Page Island 1/6 Page Vertical</p>	 <p>1/2 Page Horizontal 1/3 Page Horizontal</p>
<p>Trim Size: 8.375 x 10.875 Live Area: 7 x 9.75 Bleed: 8.625 x 11.125</p>	<p>2/3 Pg. Vertical: 4.611 x 9.75 1/3 Pg. Vertical: 2.222 x 9.75</p>	<p>1/3 Pg. Square: 4.611 x 4.77 1/6 Pg. Horizontal: 4.611 x 2.3</p>	<p>1/2 Pg. Island: 4.611 x 7.348 1/6 Pg. Vertical: 2.222 x 4.792</p>	<p>1/2 Pg. Horizontal: 7 x 4.792 1/3 Pg. Horizontal: 7 x 3.138</p>

All measurements are listed in inches.

DEADLINES

CAMERA READY ARTWORK September 26, 2025	DATE TO PRINTER October 31, 2025	PUBLICATION January 9, 2026
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PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in InDesign (with supporting files) and high resolution PDF file formats
- Artwork submitted should be considered camera ready at a setting of no less than 300 dpi
- Submit artwork to: hpiart@heritagepublishinginc.com

This publication is available digitally through the Heritage Publishing, Inc. and Physicians Society of Central Florida websites, making your advertisement available online and linking future customers directly to your company website.

DISTRIBUTION:

PHYSICIANS AND SURGEONS - MD, DO, DPM, OD, OTHER HEALTHCARE PROVIDERS

Mailed and hand-delivered to every physician, surgeon and active PSCF member in the directory, as well as all other healthcare providers (including audiologists, optometrists, podiatrists, psychologists, etc.).

AREA HOSPITALS

Distribution to all hospitals in Orange, Osceola and Seminole counties with guaranteed delivery to the following: Nurse Administration, Marketing & Communication, Medical Records, social workers, case managers, discharge planners, medical libraries and referral coordinators.

HEALTHCARE COMPANIES - ANCILLARY

This directory is distributed to all clinics, diagnostic centers, home healthcare agencies, hospices, laboratories, medical equipment and supply companies, physical therapy offices, rehabilitation centers, etc.

PUBLIC & MEDICAL LIBRARIES

All public libraries and medical libraries receive deliveries within Orange, Osceola and Seminole counties including One Senior Place.

COMMUNITY/SENIOR CENTERS

The guide is distributed to all 28 area community and senior centers in the three counties.

HEALTH AGENCIES AND ORGANIZATIONS

Mailed to all health agencies and organizations in the area.

AREA SENIOR HOUSING FACILITIES

Distributed/hand-delivered via courier services to all adult family care homes, assisted living facilities, retirement and life care communities and skilled nursing facilities.



OTHER POINTS OF DISTRIBUTION IN THE AREA

The *Greater Orlando Healthcare Guide™ & Physicians Society of Central Florida (PSCF) Membership Directory* is also distributed in other outlets. All advertisers will receive a requested number of copies. Copies will be passed out at local health fairs, senior expos and other promotional events within the market.

AREA AGING AGENCIES & COMMISSION ON AGING

Orange County Commission on Aging, Osceola Council on Aging, Seminole County Committee on Aging, Seniors First, Senior Resources Alliance and Orange County Arts & Cultural Affairs

CHAMBERS OF COMMERCE

All Chambers of Commerce in the three-county area receive copies including Casselberry, East Orlando, Goldenrod, Maitland, Sanford and Winter Park.

INDIVIDUALS, FAMILY MEMBERS & CAREGIVERS BY REQUEST

TERMS & CONDITIONS

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