Maximize your presence with trackable and quantifiable digital exposure.
Partnering with Florida Chapter of American Academy of Pediatrics shows your dedication to improving the health and welfare of Florida’s children and to supporting the pediatricians, pediatric subspecialists, and pediatric allied health practitioners who care for them. Your partnership also shows your interest in improving the practice of pediatrics and encouraging Florida’s future pediatricians. We know the The Future of Pediatric Practice Conference is important to you and your business. As we’ve pivoted to a virtual platform this year, we want to share an opportunity to reach our online audience through digital sponsorship and increase your exposure outside of the virtual exhibit hall.
What is Ad Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to Florida Chapter of American Academy of Pediatrics (FCAAP) website visitors and retarget them with your company’s ads that will showcase your brand anywhere they visit online.

Quality Audience

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with Florida Chapter of American Academy of Pediatrics (FCAAP) uniquely qualified audience that will showcase your business to those who need you the most.

Your ads will appear on multiple major websites and mobile apps, following the Florida Chapter of American Academy of Pediatrics (FCAAP) audience wherever they go.

Contact: Alicia Adams | 850.224.3939 | aadams@fcaap.org
# Choose Your Package

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Duration</th>
<th># of Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting</td>
<td>$20,000</td>
<td>6 Months</td>
<td>100,000</td>
</tr>
<tr>
<td>Luncheon</td>
<td>$15,000</td>
<td>5 Months</td>
<td>75,000</td>
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<tr>
<td>Reception</td>
<td>$10,000</td>
<td>3 Months</td>
<td>50,000</td>
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<tr>
<td>Gold</td>
<td>$5,000</td>
<td>4 Months</td>
<td>30,000</td>
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<tr>
<td>Bronze</td>
<td>$2,500</td>
<td>2 Months</td>
<td>20,000</td>
</tr>
</tbody>
</table>

Ad Sizes & Specs:
- .jpg or .gif static images only; no flash ads
- All sizes include:
  - **Leaderboard**:
    - 728x90
  - **Wide Skyscraper**:
    - 160x600
  - **Square Pop-Up**:
    - 300x250

Additional benefits are included with each package. See the FPP2020 Online event website for the full details.

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Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

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