

Arizona FootNotes is the official newsletter of the Arizona Foot and Ankle Medical Association (AZFAMA). AZFAMA's mission is to promote, protect, support, and advance the practice of podiatric medicine and surgery through public engagement and state legislative advocacy. We aim to be the leading voice and resource for the Podiatric profession in Arizona. AZFAMA is an affiliate of The American Podiatric Medical Association.

Arizona FootNotes is a monthly publication distributed via email. The publication is sent to over 150 DPM members throughout the state of Arizona. The newsletter has an incredible average open rate of 70% and a click rate of 8% with all ads hyperlinked to the advertiser's website.

All editorial and advertising is subject to publisher approval and space availability. AZFAMA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

EDITORIAL SUBMISSIONS

Arizona FootNotes accepts articles but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of AZFAMA. Editorial submissions should be sent to derek@kdafirm.com.

PAYMENT

Payment is due within 30 days from the date of the invoice. To be eligible for the 12x rate, ads must be paid in advance for the year.

2026 CLOSING DATES

The newsletter is emailed on or around the first of the month. Deadline for artwork is the 25th of the month prior to publication.

PRODUCTION SPECS

Ad size is 600x150 pixels with a total file size of 5MB or smaller in RGB format. AZFAMA accepts PNG, JPG or GIF file formats. We do not accept video files in any format. Please include the URL that the ad should link to with your submission. Ad artwork should be emailed to melissa@kdafirm.com.

AZFAMA AD RATES

	1X	3X	6X	12X (prepay only)
Static (PNG or JPG)	\$200	\$500	\$900	\$1,500
Animated (GIF only)	\$300	\$700	\$1,200	\$2,000

CLASSIFIED ADS

AZFAMA members can post job openings and classified ads for free in the monthly newsletter, *Arizona FootNotes*. Ads can be up to 75 words and will also run on the azfama.org website for up to 3 months. Email your text to melissa@kdafirm.com.




Updates from APMA President Dr. Patrick DeHeer
Advocacy Momentum in Washington
 Our advocacy work continues to move forward at a high level. The Diabetes Foot Health Access and Modernization Act of 2026 (H.R. 7905 / S. 4070) continues to gain traction as a bipartisan, bicameral legislative priority focused on:

- reducing administrative burden
- modernizing the Medicare therapeutic shoe benefit
- improving Medicaid physician parity for DPMs
- protecting limb health and patient access

YOUR AD COULD BE HERE!

Building National and Federal Partnerships
 We have continued important work with the Federal Services Podiatric Medical Association, specifically around current VA residency challenges and opportunities for coordinated advocacy. Given the importance of VA programs to our residency pipeline and workforce development, this collaboration is essential. We are also continuing to build bridges with key stakeholders across the profession and healthcare policy space to strengthen podiatry's voice nationally.

Leadership Development and the Future of the Profession
 One of the most encouraging developments has been the continued engagement of our Young Physicians and Emerging Leaders Program. Leadership development remains one of the most important long-term investments we can make as a profession. The future leadership bench is strong, engaged, and eager to help move podiatry forward.

Global Engagement and Growth Opportunities
 This past week, Meghan McClelland and I represented APMA in



AZFAMA 2026 AD CONTRACT

AD RATES

Static (JPG or PNG)

- ☐ 1x \$200
- ☐ 3x \$500
- ☐ 6x \$900
- ☐ 12x \$1,500

Animated (GIF only)

- ☐ 1x \$300
- ☐ 3x \$700
- ☐ 6x \$1,200
- ☐ 12x \$2,000

ISSUES

- ☐ October 2026
- ☐ November 2026
- ☐ December 2026
- ☐ January 2027
- ☐ February 2027
- ☐ March 2027
- ☐ April 2027
- ☐ May 2027
- ☐ June 2027
- ☐ July 2027
- ☐ August 2027
- ☐ September 2027

Date

Contact Name

Company Name

Website

Address

City

State

Zip

Phone

Email

Authorized Signature

TOTAL

ARTWORK

- ☐ Materials Sent
- ☐ Materials to Come
- ☐ Pick-Up Most Recent

PAYMENT METHOD

- ☐ Check Payable to Arizona Foot and Ankle Medical Association
Mail checks to: 629 W. Hillsdale St., Lansing, MI 48933
- ☐ ACH (email Erin Dalling at erin@kdafirm.com)