



BOLDLY DEFINING THE FUTURE OF SENIOR LIVING



Media Kit 2024-2025



ABOUT

ENGAGE is Florida's premier magazine for senior living professionals, communities, residents and the thousands of companies that provide the best care and services. Each issue examines specific topics from a variety of perspectives—from impacts on residents and employees, legal, regulatory, and operational issues, as well as the latest studies and data in the senior living industry.

ADVERTISING BENEFITS

Bringing together key decision makers with businesses

- Cost-effective access to industry leaders
- Over 5,000 readers, including the top management of state, regional, and national senior living companies
- Digital magazine on the FSLA website includes links to advertisers' websites
- Quarterly insertions earn year-long presence on the FSLA website
- Advertisers stay informed on the latest information impacting Assisted Living operations

DEADLINES

FALL 2024	August 30, 2024	
WINTER 2025	November 15, 2024	4
SPRING 2025	March 15, 2025	
SUMMER 2025	May 15, 2025	Conference Issue!
FALL 2025	August 15, 2025	

RATES *subject to change

	MEM	1BERS	NON-M	EMBERS				
Inside Pages	1X	4X	1X	4X		MENSIO WIDTH		HEIGH
Full Page	\$1300	\$1040	\$1500	\$1200				
1/2 Page	\$800	\$640	\$1000	\$800	Full pg*	8.5"	Х	11"
1/4 Page	\$650	\$520	\$850	\$680	1/2 hz	7.5"	Х	5"
Covers					1/4 vt	3.5"	Х	4.75
Inside Covers	\$1500	\$1200	\$1700	\$1360	*Bleed Size (fu	ıll page only): ple	ase ad	dd 0.25" al
Back Cover 1/2 Page	\$950	\$760	\$1150	\$920				
Front Cover	\$3500		\$4000			·		

ΗТ

(Available Fall and Winter Issues)

Guaranteed Special Positions

Other than covers, there is a 15% surcharge on space to secure preferred positions. Otherwise, all space requests are accommodated at the discretion of the publisher and space available.

MECHANICAL REQUIREMENTS

Advertisers must submit camera-ready art matching the exact dimensions of the specified ad in one of the following formats. All files must be at least 300 dpi and submitted in CMYK with all fonts embedded. No other formats are accepted:

- Press-quality PDF (with bleeds when applicable) or
- 300 dpi TIFF, EPS, or JPG (must be original min. resolution)

Publisher assumes no responsibility for reproduction quality of advertising materials submitted without proofs or in formats outside of the specifications listed in these art requirements.

^{*}Advertorials priced as full page ad.

For all advertising inquiries please contact Katherine Upton, Director of Education & Engagement, Editor of ENGAGE Magazine, at kupton@floridaseniorliving.org or (850) 759-8300.

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	mpleted form by mail to: FSLA 2292 Wednesday St. Suite 1 Tallahassee, FL 32308	his is a legally binding contract. In signing, the advertiser and the agency agree to abide by the regulations tated in this contract. Return completed form by mail to: FSLA 2292 Wednesday St. Suite 1 Tallahassee, FL 32308 r email a scanned copy to kupton@floridaseniorliving.org			
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