



BOLDLY DEFINING THE FUTURE OF SENIOR LIVING

 **ENGAGE**

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	
SPRING 2025	March 15, 2025	
SUMMER 2025	May 15, 2025	<i>Conference Issue!</i>
FALL 2025	August 15, 2025	

RATES **subject to change*

	MEMBERS		NON-MEMBERS	
	1X	4X	1X	4X
Inside Pages				
Full Page	\$1300	\$1040	\$1500	\$1200
1/2 Page	\$800	\$640	\$1000	\$800
1/4 Page	\$650	\$520	\$850	\$680
Covers				
Inside Covers	\$1500	\$1200	\$1700	\$1360
Back Cover 1/2 Page	\$950	\$760	\$1150	\$920
Front Cover	\$3500		\$4000	

(Available Fall and Winter Issues)

*Advertorials priced as full page ad.

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.

AD DIMENSIONS

SIZE WIDTH HEIGHT

Full pg*	8.5"	x	11"
1/2 hz	7.5"	x	5"
1/4 vt	3.5"	x	4.75"

*Bleed Size (full page only): please add 0.25" all sides

ENGAGE INSERTION ORDER

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

ADVERTISER/CLIENT INFORMATION

Company name: _____
Contact: Email: _____
Address: _____
City, state, ZIP: _____
Phone: _____ Website: _____

AGENCY INFORMATION, IF APPLICABLE

Agency name: _____
Agency contact: _____
Agency email: _____
Agency phone: _____

PAYMENT INFORMATION *An invoice will be sent after Insertion Order received. Payment due upon receipt.*

Amount due: _____
Billing contact: _____
Billing email: _____
Billing address: _____
City, state, ZIP: _____
Purchase order number (if applicable): _____

Space Rate:	\$ _____
Special Placement:	\$ _____
Discounts: _____	\$ _____
Net cost Per Insertions:	\$ _____
Number of Insertions:	\$ _____
Total For Contract:	\$ _____

ARTWORK: NEW _____ P/U _____

URL for Digital Version: _____

Index Heading: _____

Placement: _____

<u>ISSUE</u>	<u>SIZE</u>	<u>SHAPE</u>	<u>COLOR</u>	<u>PRICE</u>
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_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

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

Authorizing Signature

Date

Name and Title (Please Print)