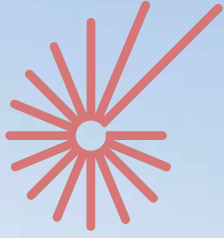


BOLDLY DEFINING THE FUTURE OF SENIOR LIVING



# ENGAGE



*Media Kit*  
2022-2023



FLORIDA  
SENIOR LIVING  
ASSOCIATION

YOUR TRUSTED SENIOR LIVING RESOURCE

## ABOUT

Welcome to ENGAGE, the quarterly magazine of the Florida Senior Living Association. ENGAGE is for senior living professionals who seek in-depth coverage of issues critical to the leadership, management and operations of Assisted Living, Memory Care, Independent Living and Continuing Care Retirement Communities in Florida. 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 or data.

## 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

SUMMER 2022	May 1, 2022	<i>Conference Issue!</i>
FALL 2022	August 1, 2022	
WINTER 2022-23	November 1, 2022	
SPRING 2023	February 1, 2023	

## RATES \*subject to change

	MEMBERS		NON-MEMBERS	
	1X	4X	1X	4X
<b>Inside Pages</b>				
Full Page	\$1100	\$1000	\$1300	\$1100
1/2 Page	\$600	\$500	\$800	\$700
1/4 Page	\$450	\$350	\$650	\$550
<b>Covers</b>				
Inside Covers	\$1300	\$1150	\$1500	\$1350
Back Cover 1/2 Page	\$750	\$675	\$950	\$875

## 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

### 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.

# INSERTION ORDER

Advertiser (name of company or product being advertised)

Agency (if applicable)

Contact

Address

City State Zip

Phone Fax

Email Address Website

Sales or marketing contact for advertiser Phone

Space Rate:	\$ _____
Special Placement (add 15%to gross):	\$ _____
Discounts: _____	\$ _____
Color Charges:	\$ _____
Net cost Per Insertions	\$ _____
Number of Insertions	_____
Total For Contract	\$ _____

ARTWORK:  NEW \_\_\_\_\_  P/U \_\_\_\_\_

Index Heading: \_\_\_\_\_

Placement: \_\_\_\_\_

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

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract 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 sleajean@floridaseniorliving.org

Payment due by \_\_\_\_\_ and made payable to:  
 Florida Senior Living Association

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Name and Title (Please Print) \_\_\_\_\_

For administrative use only

SR: \_\_\_\_\_ Date \_\_\_\_\_

VP: \_\_\_\_\_ Date \_\_\_\_\_

File: \_\_\_\_\_ Date \_\_\_\_\_