



THE LARGEST ASSOCIATION REPRESENTING ASSISTED CARE COMMUNITIES IN FLORIDA

Florida Assisted Living Association (FALA) represents the owners and operators of assisted living communities and adult family care homes in Florida. FALA focuses on legislative action, government relations and enhancing the assisted living facility industry.



Florida's assisted living industry represents **\$20 billion** in economic activity in the state.

25,000

We are **the largest state association** representing assisted living facilities and adult family care homes in Florida with **more than 25,000 beds statewide.**

ASSOCIATE YOUR BUSINESS WITH THE VOICE OF ASSISTED LIVING IN FLORIDA

2019 FALA MEMBERSHIP DIRECTORY AND ASPIRE RATE STRUCTURE

Size	1x	4x
Back Cover	\$2,195	\$1,965
Inside Front Cover/Inside Back Cover	\$2,080	\$1,735
Full Page	\$2,025	\$1,615
1/2 Page	\$1,270	\$985
1/3 Page	\$810	\$695*
1/4 Page	\$635	\$550
1/6 Page	\$490	\$435*
1/8 Page	\$405	\$345

**Sizes not available in directory*

Members receive a **10% discount** on the above advertising rates. To receive information about membership, contact FALA at aspire@fala.org or call 850.383.1159.



Aspire and the **FALA Annual Membership Directory** are the official publications of the Florida Assisted Living Association. The triannual magazine and annual directory are critical components of the FALA's communications program and feature vital information and resources for professionals in the field of assisted living. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

EDITORIAL CALENDAR

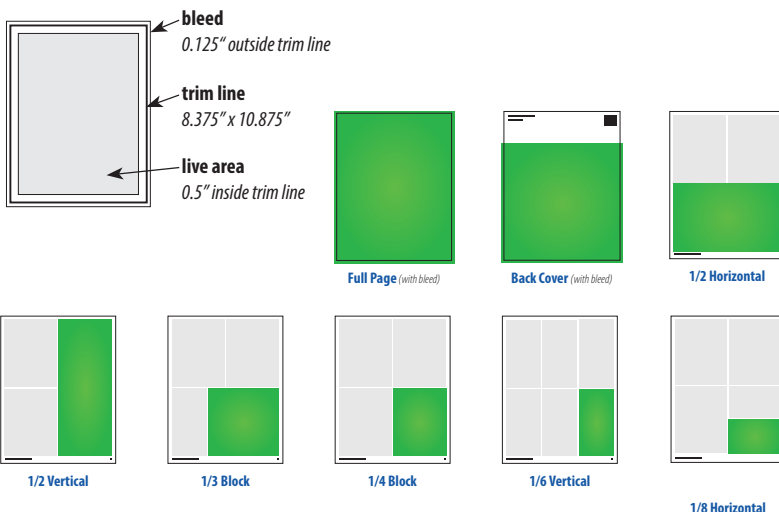
Ad Sales Close /Artwork Due	Delivered to Members
1/7/2019	March 2019
4/19/2019	June 2019 – Conference Issue
9/6/2019	November 2019
1/6/2020	March 2020
MEMBERSHIP DIRECTORY	
4/8/2019	June 2019

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SPECIFICATIONS

	Aspire	Directory
Page Size	8.375" x 10.875" (trim)	5.75" x 8.5" (trim)
Full Page*	8.375" x 10.875"	5.75" x 8.5"
Back Cover*	8.375" x 8.3"	5.75" x 8.5"
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	2.375" x 7.5"
1/3 Page Block	5.187" x 4.937"	N/A
1/4 Page Block	3.875" x 4.937"	2.375" x 3.625"
1/6 Page Vertical	2.5" x 4.937"	N/A
1/8 Page Horizontal	3.875" x 2.34"	2.375" x 1.75"

*Full-page ads are intended to bleed off the page; please include an **additional 0.125" of bleed area** on each edge. Please keep all important art and copy inset at least **0.5" from the page edge.**



FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full-page cover and tab ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).

NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.

- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Aspire* and the 2019 *FALA Membership Directory*.

PLEASE CONTACT

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