



THE LARGEST ASSOCIATION REPRESENTING ASSISTED CARE COMMUNITIES IN FLORIDA

The 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.

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.**



Florida's long-term care industry represents **\$20 billion** in economic activity in the state.

100%

Each issue of *Aspire* goes out to **100 percent of the assisted living and nursing home facilities** statewide!

ASSOCIATE YOUR BUSINESS WITH THE VOICE OF ASSISTED LIVING IN FLORIDA



FALA MEMBERSHIP DIRECTORY 2020 RATE STRUCTURE

Size	1x
Back Cover	\$2,195
Inside Front Cover/ Inside Back Cover	\$2,080
Tabs	\$2,080
Full Page	\$2,025
1/2 Page	\$1,270
1/4 Page	\$635
1/8 Page	\$405
Digital Media	
Standard View Skyscraper	\$400
Standard View Landing Page	\$400

ASPIRE RATE STRUCTURE

Size	1x	3x
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
Digital Media		
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400
Digitally Responsive Publication	\$400	\$400

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 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
4/17/2020	June 2020 – Conference Issue
9/4/2020	November 2020
1/4/2021	March 2021
MEMBERSHIP DIRECTORY	
3/16/2020	June 2020

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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 8.875"	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"
Digital Media		
Standard View Skyscraper	200p x 783p	200p x 783p
Standard View Landing Page	603p x 783p	603p x 783p
Digitally Responsive Publication	502p x 498p	N/A

*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. **All artwork creation or changes require a \$75 surcharge.**

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 *FALA Membership Directory 2020*.

PLEASE CONTACT

Innovative Publishing

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 Louisville, KY 40241
 844.423.7272 TOLL-FREE
 888.780.2241 FAX
advertise@innovativepublishing.com



www.innovativepublishing.com

Landing Page

E-Skyscraper

Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels for magazine

E-SKYSCRAPER:

Available positions: 2

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels

DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS



TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

DESKTOP VERSION



MOBILE VERSION



DIGITAL AD SPECIFICATIONS:

502 pixels x 498 pixels advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

DESKTOP VERSION



MOBILE VERSION

