



BOLDLY DEFINING THE FUTURE OF SENIOR LIVING

ENGAGE

Media Kit 2023-2024

FLORIDA
SENIOR LIVING
ASSOCIATION

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

WINTER 2023-24	November 1, 2023	
SPRING 2024	March 15, 2024	
SUMMER 2024	May 15, 2024	<i>Conference Issue!</i>
FALL 2024	August 15, 2024	

RATES *subject to change

	MEMBERS		NON-MEMBERS	
	1X	4X	1X	4X
Inside Pages				
Full Page	\$1300	\$1200	\$1500	\$1300
1/2 Page	\$800	\$700	\$1000	\$900
1/4 Page	\$650	\$550	\$850	\$750
Covers				
Inside Covers	\$1500	\$1350	\$1700	\$1550
Back Cover 1/2 Page	\$950	\$875	\$1150	\$1075
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

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 kupton@floridaseniorliving.org

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

Authorizing Signature _____ Date _____

Name and Title (Please Print)

SUBMIT AN ARTICLE

SIGN UP TO RECEIVE MAGAZINE

JOIN THE ASSOCIATION

For administrative use only

SR: _____ Date _____

VP: _____ Date _____

File: _____ Date _____