

California Assisted Living

**CALA**

Association

2017

CALA NEWS & VIEWS

# media kit

media kit

# ABOUT

Welcome to the *CALA News & Views*, the award-winning quarterly magazine of the California Assisted Living Association. The *News & Views* is for Assisted Living professionals throughout California who seek in-depth, professional coverage of issues critical to their operations. Each issue examines a specific topic from a variety of perspectives—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 1,000 readers, including the top management of state, regional, and national Assisted Living companies
- Digital magazine on the CALA website includes links to advertisers' websites
- Quarterly insertions earn year-long presence on the CALA website
- Advertisers stay informed on the latest information impacting Assisted Living operations

## EDITORIAL FOCUS & DEADLINES

<b>WINTER</b>	Engagement of residents, staff, community-at-large	January 20, 2017
<b>SPRING</b>	Consumer choice and market differentiation	April 21, 2017
<b>SUMMER</b>	Workforce development, recruitment, and career entry	July 21, 2017
<b>FALL</b>	The future of Assisted Living, Memory Care, and CCRCs	October 20, 2017

## RATES

	MEMBERS		NON-MEMBERS	
	1X	4X	1X	4X
<b>Black &amp; White</b>				
Full Page	\$800	\$680	\$1,000	\$850
1/2 Page	\$600	\$510	\$750	\$638
1/4 Page	\$350	\$298	\$438	\$372
<b>Covers*</b>				
Inside Covers	\$1,200	\$1,020	\$1,500	\$1,275
Back Cover	\$1,350	\$1,148	\$1,688	\$1,434
<b>Upgrade to Color</b>	\$300 per insertion			

\*4/Color Included - No Cancellation

### NOTES:

All colors are matched using a PMS matching system. Exact PMS colors are not available. A slight variation should be accepted and will not warrant a rate adjustment. Discount, color or promotional rates are not commissionable.

## 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.

## Member Discounts

- Sustaining Partner Members receive two 1/4 page black & white ads annually, as well as 10% off of member rates on any additional issues
- Supporting Partner Members receive an additional 5% off of member rates

## AD DIMENSIONS

Size	Width	Height
Full pg	7-3/8" x	9-7/8"
1/2 hz	7-3/8" x	4-7/8"
1/4 vt	3-5/8" x	4-7/8"

### Decimal conversions:

3/8" = .325	Type page: 7-3/8" wide x 9-7/8" high
5/8" = .625	Trim Size: 8-3/8" wide x 10-7/8" high
7/8" = .875	Bleed Size: 8-6/8" wide x 11-2/8" high



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.

**Via Mail:** Send CD/DVD to Association Outsource Services at 9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630.

**Online:** Post to the Association Outsource FTP at [www.aosinc.biz](http://www.aosinc.biz). Please be sure to place your ad in the correct publication/association folder, then in the correct issue folder.

**ADVERTISING SALES CONTACT: ASSOCIATION OUTSOURCE SERVICES, INC.**  
9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630 | Phone: (916) 990-9999  
[cicit@aosinc.biz](mailto:cicit@aosinc.biz) | [www.aosinc.biz](http://www.aosinc.biz)

# HOW

TO PLACE YOUR AD

# 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: \_\_\_\_\_

ISSUE	SIZE	SHAPE	COLOR	PRICE
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____

**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: Advertising Department, 9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630 or email a scanned copy to [cicit@aosinc.biz](mailto:cicit@aosinc.biz).**

Payment due by \_\_\_\_\_ and made payable to:  
Association Outsource Services Inc.

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

Name and Title (Please Print)

## ADVERTISING INVOICE

### COPY AND CONTRACTS REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising, which it feels, is not in keeping with the publication's standard. b) 15% commission shall be paid to recognized agencies on space and position charges only, provided however that said commission may be forfeit on invoices remaining unpaid 35 days following date of invoice. c) All advertising orders are accepted subject to the terms and provisions of the current rate card. d) A contract year, or twelve month period, starts from the date of the first insertion. Twelve month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods. e) If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However credits earned will apply to billings no cash rebates will be made. f) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. g) The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question. h) Publisher is not liable for delays in delivery and/or non delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption or any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner. i) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. j) Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change. k) Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement. l) No guarantee for specified position is made unless the position premium has been added to the contract. m) Advertisements ordered set will be charged for composition. n) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. o) Closing date for insertion orders and camera ready materials is \_\_\_\_\_. p) Cancellations are not accepted after the space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 65% cancellation fee will be charged.

MATERIALS: ADVERTISER OR AUTHORIZED AGENCY MUST FORWARD ALL ART MATERIALS AND CONTRACT BY \_\_\_\_\_ TO: AOS - 9580 OAK AVENUE PARKWAY, SUITE 7-273, FOLSOM, CA 95630.

### FOR ADMINISTRATIVE USE ONLY

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

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

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