

ADVERTISING

RATES & AD DIMENSIONS

| | Horizontal Width | Vertical Depth | Ad Rate |
|--|------------------|----------------|---------|
| Black & White | | | |
| Full Page | 4-1/2" | 7-1/2" | \$975 |
| Supporting Partners upgrade to full page | | | \$300 |
| 1/2 Page Horizontal | 4-1/2" | 3-5/8" | \$675 |
| 1/4 Page Vertical (only) | 2-1/8" | 3-1/2" | \$375 |
| Covers* | | | |
| Inside Covers (Front or Back) | 4-1/2" | 7-1/2" | \$1,100 |
| Back Cover | 4-1/2" | 7-1/2" | \$1,250 |

*4/COLOR INCLUDED ON COVER ADS ONLY

Printed Offset

Type Page: 5" wide (hz) x 8" deep (vt)

Trim Size: 5-1/2" wide (hz) x 8-1/2" deep (vt)

Note: 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.

GUARANTEED SPECIAL POSITIONS

All ads appear in front of Directory. No special placement except the covers.

Artwork deadline: March 24, 2017

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 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.

HOW TO PLACE YOUR AD

Complete the form in the back and return it to Nancy Ball via email at ndb@CAassistedliving.org or fax to (916) 448-1659. You can also mail to 455 Capitol Mall, Suite 222, Sacramento CA 95814.

About

THE CALA BUYER'S GUIDE - Profiles all CALA Associate Members, including contact information and a brief description of the products and/or services you offer.

RESOURCE TOOL - CALA provider members utilize the Guide when searching for products and services to operate their communities.

PRINT AND DIGITAL - The Buyer's Guide will also be accessible on the CALA website with hyperlinks from your ad to your website.

2017

Buyer's Guide

ADVERTISING SIGN UP FORM

Advertising Contact

Nancy Ball

Director of Meetings Management & Associate Relations

455 Capitol Mall, Suite 222, Sacramento, CA 95814 | Tel: (916) 448-1900 | ndb@CAassistedliving.org

CONTACT INFORMATION

Name: _____

Company: _____ Title: _____

Address: _____

Email: _____ Tel: _____

PAYMENT

Black & White

- Full Page \$975
- Supporting Partners upgrade \$300
- 1/2 Page Horizontal \$675
- 1/4 Page Vertical (only) \$375

Cover*

- ~~Inside Front Cover~~ **SOLD** ~~—\$1,100—~~
- ~~Inside Back Cover~~ **SOLD** ~~—\$1,100—~~
- ~~Back Cover~~ **SOLD** ~~—\$1,250—~~

*4/COLOR INCLUDED

Payment Option: Check** Visa MC **Total:** _____

Card Number: _____ Exp: _____

Cardholder Name: _____

Signature: _____

***Make check payable to CALA. Payment can be mailed to CALA 455 Capitol Mall, Suite 222, Sacramento, CA 95814.*

PRODUCT & SERVICES

Please Choose Only One

- | | | |
|--|---|---|
| <input type="radio"/> Ancillary Services | <input type="radio"/> Eye Care Services | <input type="radio"/> Marketing/Operations Consulting |
| <input type="radio"/> Architecture/Design Services | <input type="radio"/> Financial/Tax Services | <input type="radio"/> Moving Services |
| <input type="radio"/> Assisted Living Software | <input type="radio"/> Flooring Services | <input type="radio"/> Pharmacy Services |
| <input type="radio"/> Chemical/Supplies | <input type="radio"/> Food Services | <input type="radio"/> Physicians |
| <input type="radio"/> Cleaning Services | <input type="radio"/> Funeral Services | <input type="radio"/> Public or Government Relations |
| <input type="radio"/> Communication Services | <input type="radio"/> Group Purchasing | <input type="radio"/> Real Estate |
| <input type="radio"/> Contracting/Construction Services | <input type="radio"/> Health/Medical Supplies | <input type="radio"/> Referral Services |
| <input type="radio"/> Dental Services | <input type="radio"/> Home Care Services | <input type="radio"/> Staffing/Human Resources |
| <input type="radio"/> Education/Training | <input type="radio"/> Hospice Services | <input type="radio"/> Technology |
| <input type="radio"/> Emergency Call/Resident Monitoring Systems | <input type="radio"/> Imaging Services | <input type="radio"/> Transportation |
| <input type="radio"/> Energy Conservation Services | <input type="radio"/> Insurance Services | <input type="radio"/> TV/Internet Services |
| <input type="radio"/> Entertainment/Promotional | <input type="radio"/> Landscaping Services | <input type="radio"/> Veteran Services |
| <input type="radio"/> Equipment/Furnishing Suppliers | <input type="radio"/> Legal Services | <input type="radio"/> Water Services |
| | <input type="radio"/> Management Services | |

Please email your artwork to ndb@CAassistedliving.org by March 24, 2017.