

California Assisted Living

CALA

Association

NEWS & VIEWS

2023 MEDIA KIT



ABOUT

Welcome to the *CALA News & Views*, the award-winning digital magazine of the California Assisted Living Association. The *News & Views* is for senior living professionals who seek in-depth coverage of issues critical to the operation of Assisted Living, Memory Care, and Continuing Care Retirement Communities in California. 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
- Almost 3,000 readers, including the top management of state, regional, and national senior living companies
- Highlighted on the CALA website includes links to advertisers' websites
- Year-long insertions earn year-long presence on the CALA website
- Advertisers stay informed on the latest information impacting Assisted Living operations

DEADLINES

ISSUE 46 March 10, 2023

ISSUE 47 July 14, 2023

ISSUE 48 October 20, 2023

RATES

**subject to change*

	MEMBERS		NON-MEMBERS	
	1X	3X	1X	3X
Full Page*	\$1040	\$915	\$1,250	\$1090
1/2 Page	\$730	\$635	\$885	\$770
1/4 Page	\$470	\$410	\$560	\$490
Inside Cover*	\$1,260	\$1,070	\$1,575	\$1,335

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.

**Full page and inside cover include optional embedded video. Please note a url link to the video is required. Video layout options can be provided.*

All ads are 4/Color

Guaranteed Special Positions

Other than inside cover, 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 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*	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

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 RGB 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.

HOW TO PLACE YOUR AD

ADVERTISING SALES CONTACT: JASON HUNTER

Phone: (916) 448-1900 | jason@caassistedliving.org

INSERTION ORDER

Company _____

Contact _____

Title _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

MEMBERS

NON-MEMBERS

	1X	3X	1X	3X
Full Page*	<input type="radio"/> \$1040	<input type="radio"/> \$915	<input type="radio"/> \$1,250	<input type="radio"/> \$1090
1/2 Page	<input type="radio"/> \$730	<input type="radio"/> \$635	<input type="radio"/> \$885	<input type="radio"/> \$770
1/4 Page	<input type="radio"/> \$470	<input type="radio"/> \$410	<input type="radio"/> \$560	<input type="radio"/> \$490
Inside Covers*	<input type="radio"/> \$1,260	<input type="radio"/> \$1,070	<input type="radio"/> \$1,575	<input type="radio"/> \$1,335

*Full page and inside cover include optional embedded video. Please note a url link to the video is required. Video layout options can be provided.

SELECT ISSUE(S) BELOW:

- ISSUE 46** (deadline March 10, 2023)
 ISSUE 47 (deadline July 14, 2023)
 ISSUE 48 (deadline October 20, 2023)

Artwork: New Pick Up from issue# _____

Preferred Placement: Yes (please specify below) No

Ad Location: _____

PAYMENT

Subtotal: \$ _____

Preferred Placement: \$ _____
(add 15% to subtotal)

Discounts: \$ _____
10% - Sustaining Partners | 5% - Supporting Partners

GRAND TOTAL: \$ _____

- Check*
 Credit Card (Visa, MC, Amex)

Card Number _____ Exp Date _____

Cardholder Name (please print) _____

Cardholder Signature _____

*If opting to pay by check, please mail to: CALA, 455 Capitol Mall, Ste 222, Sacramento, CA 95814.

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 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.

Authorizing Signature

Name and Title (Please Print)

Date

FOR ADMINISTRATIVE USE ONLY

SR: _____ Date _____

VP: _____ Date _____

File: _____ Date _____