

Aspire

The Official Publications of the Florida Assisted Living Association



WHO ARE WE?

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. **Aspire** and the **Membership Directory** are critical components of the FALA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

➤ [CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY FALA?

- ➔ 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 **\$26 billion** in economic activity in the state.
- ➔ Each issue of **Aspire** goes out to **100 percent** of the assisted living and nursing home facilities statewide!

NET ADVERTISING RATES

Print Edition Advertising	1x	3-4x
Back Cover	\$2,345	\$2,095
Inside Front Cover/Inside Back Cover	\$2,215	\$1,850
Tabs*	\$2,215	N/A
Full Page	\$2,155	\$1,725
1/2 Page	\$1,355	\$1,050
1/3 Page**	\$860	\$740
1/4 Page	\$680	\$585
1/6 Page**	\$520	\$465
1/8 Page	\$435	\$365
Digital Edition Advertising	1x	3-4x
Tile + interstitial digital package	\$1,575	N/A
Tile + landing page digital package	\$1,575	N/A
Tile + interstitial print package***	\$1,325	N/A
Tile + landing page print package***	\$1,325	N/A
Tile a la carte (Magazine Only)	\$875	N/A
Interstitial à la Carte (Directory Only)	\$865	N/A
Landing Page à la Carte (Directory Only)	\$865	N/A

➤ [CLICK HERE FOR AD EXAMPLES](#)

*Members receive a 10% discount on the above advertising rates. For membership information, contact FALA at aspire@fala.org or call 850.383.1159.

All rates are full-color advertisements.

*Tabs are directory only.

**1/3 Page and 1/6 Page are magazine only.

***Discounted digital+print package available with 1/2-page ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

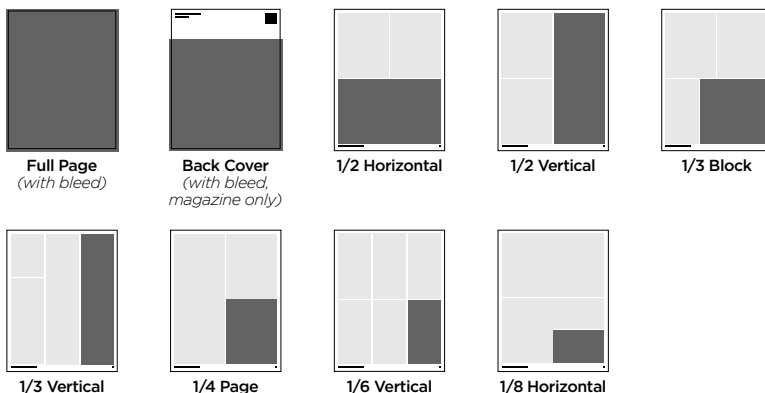
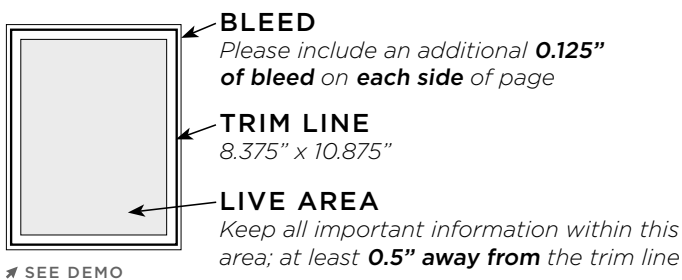
Issue Number	Artwork Due	Delivered to Members
Volume 10 Issue 1	7/19/24	September 2024
Volume 10 Issue 2	10/4/24	December 2024
Volume 10 Issue 3	2/28/25	May 2025
Directory 2024	3/26/24	June 2024

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds	5.75" x 8.5" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds	5.75" x 8.5" + 0.125" bleeds
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 Block	5.187" x 4.937"	N/A
1/3 Vertical	2.5" x 10"	N/A
1/4 Page	3.875" x 4.937"	2.375" x 3.625"
1/6 Vertical	2.5" x 4.937"	1.5" x 3.625"
1/8 Horizontal	2.5" x 3.25"	2.375" x 1.75"

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels	432 x 630 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels	432 x 630 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels	N/A

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.