

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 **22,000 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 facilities statewide!

NET ADVERTISING RATES

| Print Edition Advertising | 1x | 4-5x |
|--|---------|---------|
| Back Cover | \$2,440 | \$2,180 |
| Inside Front Cover/Inside Back Cover | \$2,305 | \$1,925 |
| Tabs* | \$2,305 | N/A |
| Full Page | \$2,245 | \$1,795 |
| 1/2 Page | \$1,410 | \$1,090 |
| 1/3 Page** | \$895 | \$770 |
| 1/4 Page | \$710 | \$605 |
| 1/6 Page** | \$540 | \$485 |
| 1/8 Page | \$455 | \$375 |
| Digital Edition Advertising | 1x | 3-4x |
| Tile + interstitial digital package | \$1,600 | \$1,600 |
| Tile + landing page digital package | \$1,600 | \$1,600 |
| Tile + interstitial print package*** | \$1,350 | \$1,350 |
| Tile + landing page print package*** | \$1,350 | \$1,350 |
| Tile à la carte (Magazine Only) | \$900 | N/A |
| Interstitial à la carte (Directory Only) | N/A | \$900 |
| Landing Page à la carte (Directory Only) | N/A | \$900 |

➤ [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

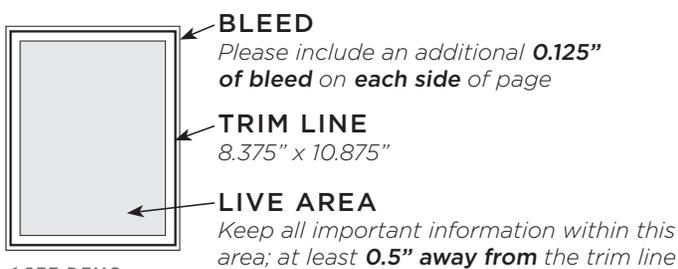
| Issue Number | Artwork Due | Delivered to Members |
|-------------------|-------------|----------------------|
| Volume 12 Issue 1 | 8/6/26 | October 2026 |
| Volume 12 Issue 2 | 10/1/26 | December 2026 |
| Volume 12 Issue 3 | 12/31/26 | February 2027 |
| Volume 12 Issue 4 | 4/8/27 | July 2027 |
| Directory 2026 | 3/30/26 | June 2026 |

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

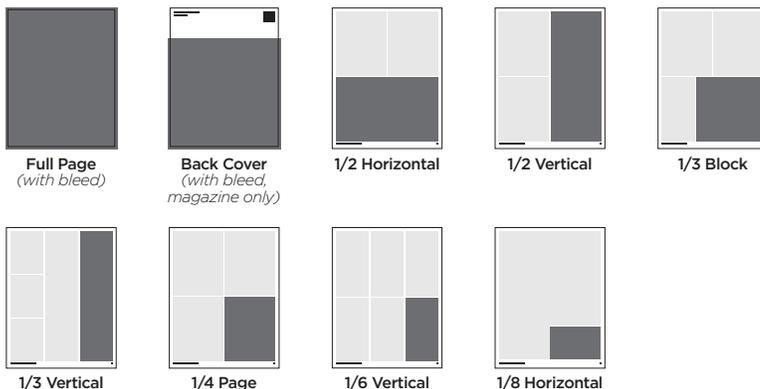
| Print Ad Size | Magazine Dimensions | Directory Dimensions |
|---------------------|---------------------------------|------------------------------|
| Full Page* | 8.375" x 10.875"+ 0.125" bleeds | 5.75" x 8.5" + 0.125" bleeds |
| Back Cover* | 8.375" x 8.875"+ 0.125" bleeds | 5.75" x 8.5" + 0.125" 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](#)



[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, 100 MB 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

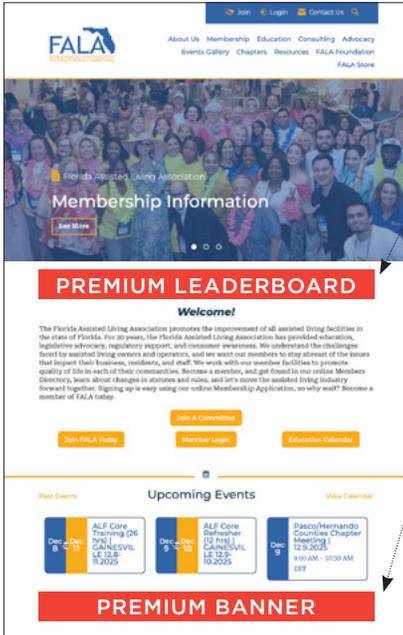
- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

DIGITAL ADVERTISING

FALA.ORG AND FALACONNECT.ORG



Advertising on the Florida Assisted Living Association's websites is a great way to reach member and nonmember visitors and reinforce your marketing message. Visitors log on to FALA.org to learn about upcoming association events and discover ways to maximize their FALA membership, and members frequent FALACONnect.org to access educational content tailored to their needs.



FALA.ORG PREMIUM LEADERBOARD

This partial run-of-site ad rotates up to 10 advertisers.

Dimensions: 728 x 90 pixels

Rate: \$975 for 3 months

FALA.ORG PREMIUM BANNER

This run-of-site ad has only one ad position available with 10 advertisers rotating in the space.

Dimensions: 728 x 90 pixels

Rate: \$975 for 3 months

FALA.ORG BOX AD

One position available with up to 10 advertisers rotating in the space.

Your advertisement will appear on nearly every interior page.

Dimensions: 300 x 250 pixels

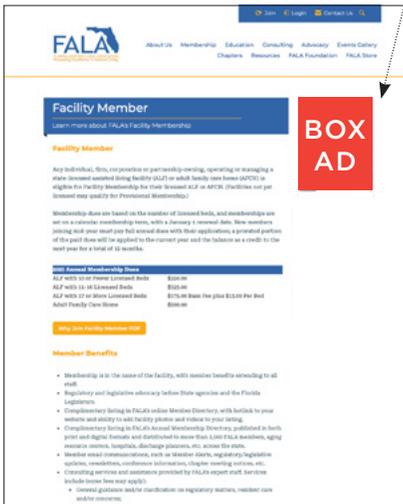
Rate: \$700 for 3 months

FALACONNECT.ORG LEADERBOARD

One homepage banner available with up to 10 advertisers rotating in the space.

Dimensions: 728 x 90 pixels

Rate: \$700 for 3 months

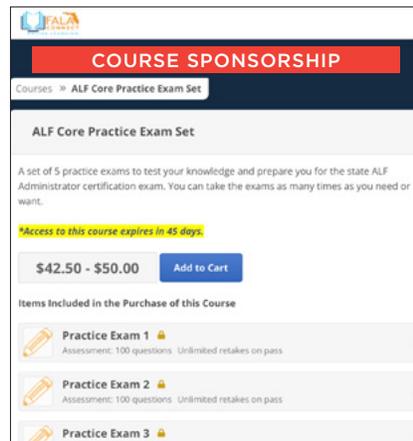


FALACONNECT.ORG COURSE SPONSORSHIP

This exclusive course sponsorship is for one of three primary falacconnect.org courses: ALF Core Training, ALF Core Practice Exam or ALF Core Refresher. Your sponsorship will appear with company logo and banner ad at the top of the course page.

Dimensions: 728 x 180 plus company logo

Rate: \$3,000 for 12 months



FALA.ORG AND FALACONNECT.ORG GENERATE ON AVERAGE:

350K VIEWS PER YEAR
10K+ USERS PER MONTH

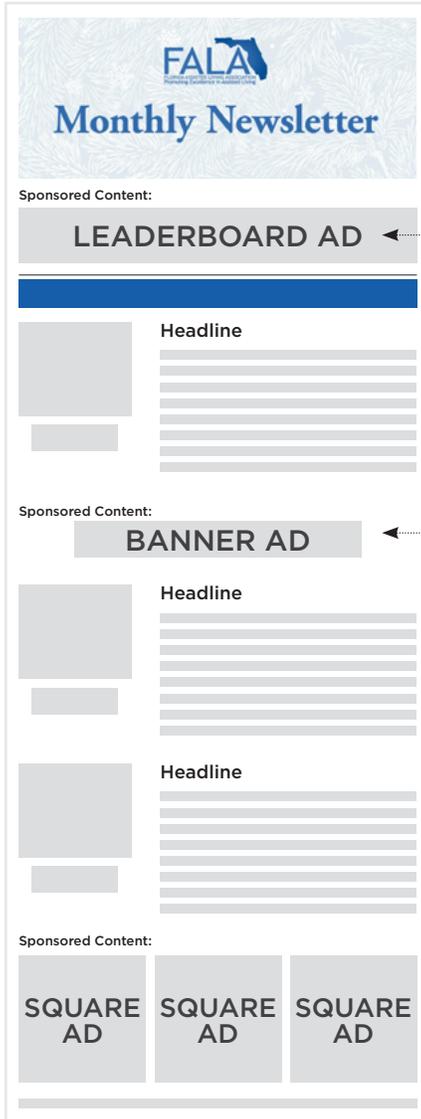
FILE REQUIREMENTS

Color: RGB **Minimum Resolution:** 72 DPI (dots per inch) **File Type:** GIF, PNG or JPEG **File Size:** Under 40K

Artwork Due: All artwork is due on the 15th of the month before the quarterly advertising term begins. Ad artwork runs as pickup for three-month term.

DIGITAL ADVERTISING E-NEWSLETTER

Allow us to deliver your message to our membership straight from Florida Assisted Living Association. FALA's e-newsletter is sent out **monthly**. Ad position is on a first-come, first-serve basis. Great for promoting your products, services, events or press releases.



LEADERBOARD

1 Available Position

This premier position provides your company with top exposure and quality traffic.

Dimensions: 728 x 90 pixels

Cost: \$975 | 3 months

BANNER

1 Available Position

A banner ads allows your company to combine text, colors and graphics into a unique sales message for committed buyers.

Dimensions: 468 x 60 pixels

Cost: \$700 | 3 months

SQUARE ADS

3 Available Positions

This position provides your company with good exposure in the body of each issue, driving quality traffic to your website.

Dimensions: 300 x 250 pixels

Cost: \$550 | 3 months



Ad placement locations not guaranteed.



Each edition of the newsletter is sent to **more than 6,000 readers.**

FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

File Types: GIF, PNG or JPG

File Size: 40kb

Artwork Due: All artwork is due on the 15th of the month before the quarterly advertising term begins. Ad artwork runs as pickup for three-month term.

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