

# 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](mailto: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!

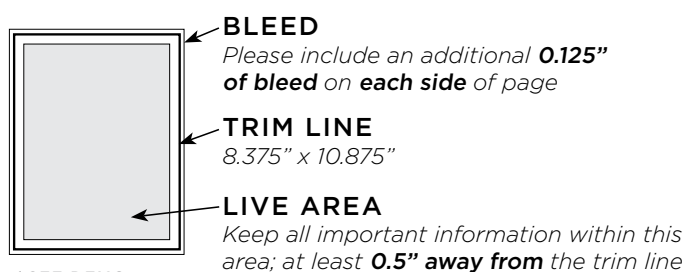
## EDITORIAL CALENDAR

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 2027	3/30/27	June 2027

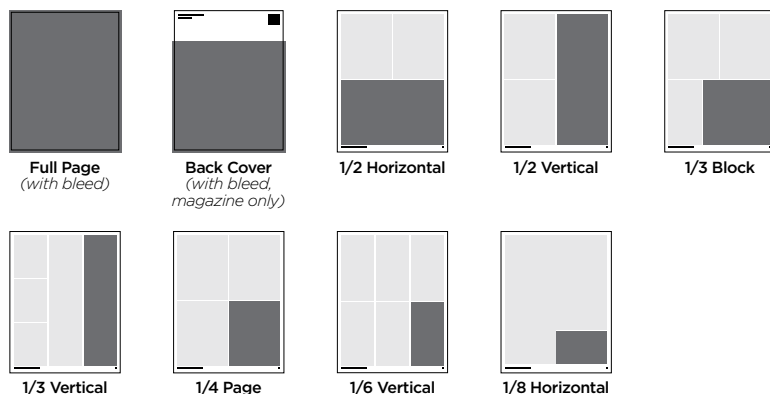
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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 <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	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](mailto: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

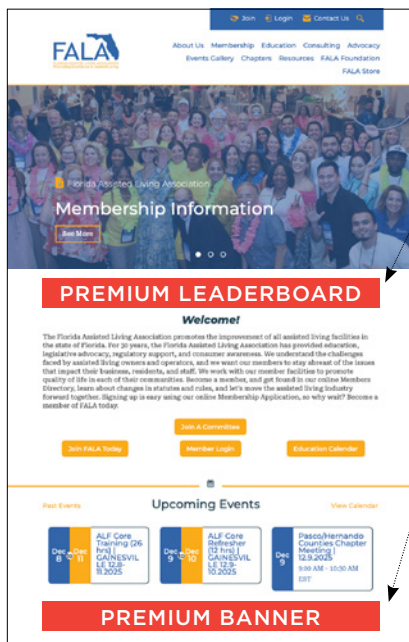
Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## 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

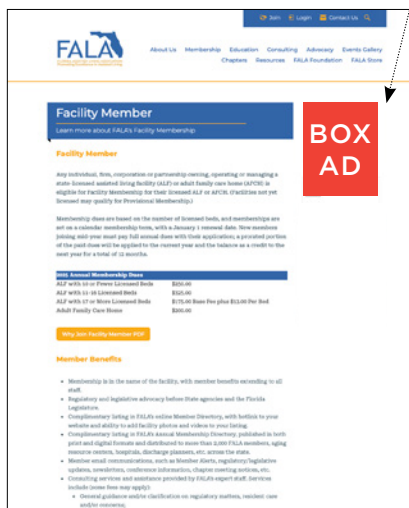
**Rate:** \$700 for 3 months

### 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



FALA.ORG AND  
FALACONNECT.ORG  
GENERATE ON AVERAGE:

**350K**

VIEWS PER YEAR

**10K+**

USERS PER MONTH



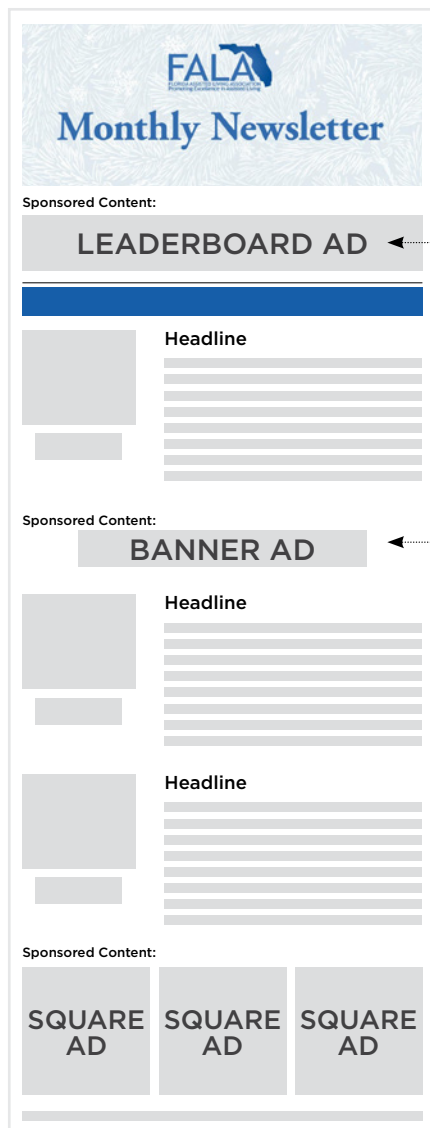
## FILE REQUIREMENTS

**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.



Ad placement locations not guaranteed.

### 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

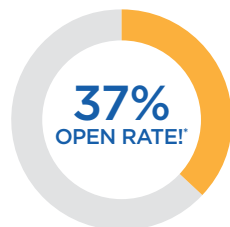
This position provides your company with good exposure in the body of each issue, driving quality traffic to your website.

**Dimensions:** 300 x 250 pixels

**Cost:** \$550 | 3 months

10% OFF  
FOR ANNUAL  
PLACEMENTS!

DIGITAL+PRINT  
PACKAGES  
AVAILABLE!



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