

LeadingAge California

# ENGAGE™



Welcome to the LeadingAge California Engage Magazine, the award winning quarterly information resource from the state's leading advocate for quality, not-for-profit senior living and care. Engage Magazine is targeted to over 500 nonprofit providers of senior living and care and provides in-depth features and articles which examine topics that impact residents, employees and operational issues as well as regulatory and legal studies.

## BENEFITS OF ADVERTISING

- Reaches the entire not-for-profit spectrum of providers
- Over 4,000 readers including top management, Presidents and CEOs
- Printed and Digital Magazine in interactive flipbook format on LeadingAge California website with links to advertisers website.
- Past issues of Engage are accessible by members indefinitely

## PRODUCTION DEADLINES

<b>SUMMER 2019</b>	Available August 2019
<b>FALL 2019</b>	Available November 2019
<b>WINTER 2020</b>	Available February 2020
<b>SPRING 2020</b>	Available April 2020

## RATES

### MEMBERS

<b>1x</b>	<b>4x</b>
<b>\$300</b>	<b>\$200</b>

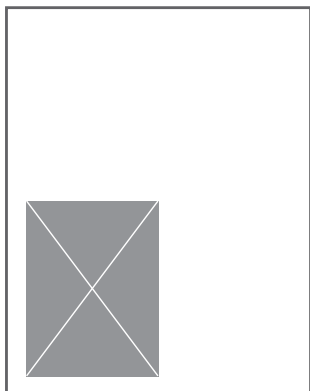
### NON-MEMBERS

<b>1x</b>	<b>4x</b>
<b>\$400</b>	<b>\$300</b>

**NOTE:** All rates are for full color advertising. Colors are matched using PMS matching system.

## Ad Dimensions

SIZE	WIDTH	HEIGHT
Quarter Page	3.65"	5"



**¼ Page**  
(3.65" x 5")

## Digital Artwork – Ad Specifications

- Acceptable File Formats: TIFF, EPS or PDF (press quality with bleeds when applicable).
- Save TIFF files without LZW compression checked.
- Create and save files to size required. Ads must match the exact dimensions of the specified ad size.
- Resolution: 300 ppi minimum for continuous tone images (photographs).  
600 ppi minimum for line art.

## Deadlines and Payment

Engage is published quarterly and distributed the first week of the scheduled month. The advertising contract, full payment and digital artwork must be received by the first day of the month preceding the edition in which the ad is submitted for placement. Notification of cancellations must be in writing and no cancellations are accepted after the deadline date.

## How to Place Your Ad

### Inquiries and Artwork:

Chad Tittle, Graphic Designer, 916-469-3369, [ctittle@leadingageca.org](mailto:ctittle@leadingageca.org)

### Financial:

Make checks payable to LeadingAge California, 1315 I Street, Suite 100, Sacramento, CA 95814