



# 2019 ADVERTISING SPECIFICATIONS

## Resource Guide 2019 Advertising

The most comprehensive guide to assisted living residences in Massachusetts, Mass-ALA's *Assisted Living in Massachusetts Resource Guide*, will be distributed January 2019.

### ORGANIZATION

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email (for payment questions) \_\_\_\_\_

Parent company (if applicable) \_\_\_\_\_

### BILLING INFORMATION (IF DIFFERENT FROM ABOVE)

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email (for billing questions) \_\_\_\_\_

### PAYMENT METHOD

Check enclosed       Mastercard       Visa       American Express

Please bill (*members only*)       Corporate credit card       Personal credit card

If a corporate credit card, name of company on card is \_\_\_\_\_

Card number \_\_\_\_\_

Expiration date: MM/YY \_\_\_\_\_ 3 or 4 digit card verification code \_\_\_\_\_

Cardholder name \_\_\_\_\_ Cardholder signature \_\_\_\_\_

Cardholder email address \_\_\_\_\_

**PLEASE RETURN TO CGREENBERG@MASS-ALA.ORG OR MAIL TO: MASS-ALA, ATTN: CHRISTINA GREENBERG, 465 WAVERLEY OAK ROAD, SUITE 300, WALTHAM, MA 02452.**

**Forms are due October 5, 2018. Ads & payments must be received by October 19, 2018.**

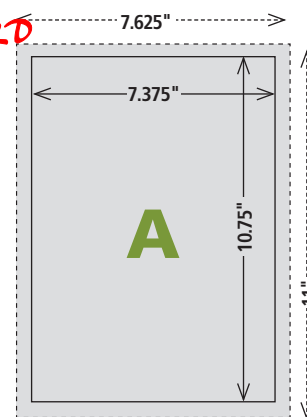
# RESOURCE GUIDE AD SPECIFICATIONS, page 2

Carefully compare size requirements for each ad location. For ads that bleed (artwork goes to the edge), make sure to add .125" on each side.

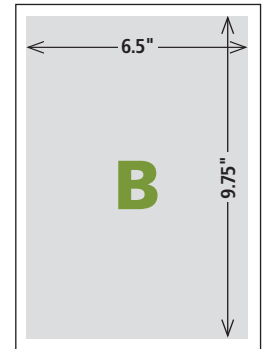
## Full Page Color Ad (vertical only)

<input type="checkbox"/>	<del>OUTSIDE BACK COVER</del>	<del>\$3,900</del>
<input type="checkbox"/>	<del>INSIDE FRONT COVER</del>	<del>\$3,700</del>
<input type="checkbox"/>	INSIDE BACK COVER	\$3,500
<input type="checkbox"/>	OPPOSITE INSIDE FRONT CVR	\$3,700
<input type="checkbox"/>	OPPOSITE INSIDE BACK COVER	\$3,300
<input type="checkbox"/>	OPPOSITE TABLE OF CONTENTS	3,500
<input type="checkbox"/>	FULL PAGE INTERIOR	\$3,200

FULL PAGE AD (.125" BLEED EACH SIDE)



FULL PAGE AD (NO BLEED)



BLEED: (page **A** above) 7.625" wide x 11" tall (includes additional .125" bleed on each side)  
Trim size = 7.375" wide x 10.75" tall

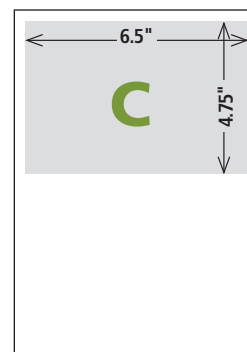
NO BLEED: (page **B** above) 6.5" wide x 9.75" tall

## Partial Page Color Ad (no bleeds)

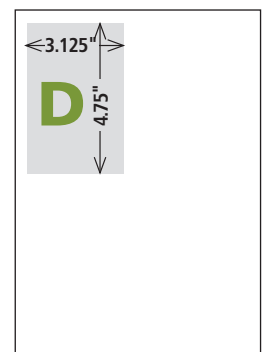
Partial ads do not use bleeds, sizes are indicated on the right.

D	HALF PAGE ( <b>C</b> )	\$1,800
<input type="checkbox"/>	QUARTER PAGE ( <b>D</b> )	\$950

HALF PAGE AD



QUARTER PAGE AD



## File format requirements

Please submit ads as a PDF if possible; image formats JPG and TIF are also acceptable. Illustrator (.ai) and Photoshop (.psd) files should be saved as PDFs. Ads (as well as any images within) should be high resolution (300 dpi at 100% size). Color ads should be in CMYK format. **Any spot, PMS or RGB colors (including logos) will be converted to CMYK.**  
Please note: Mass-ALA is not responsible for content of ads provided to us. Send ads to [CGreenberg@mass-ala.org](mailto:CGreenberg@mass-ala.org)

**AD RELEASE CHECKLIST:**  CMYK  300 dpi photos  Format:  PDF  JPG  TIF