



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.

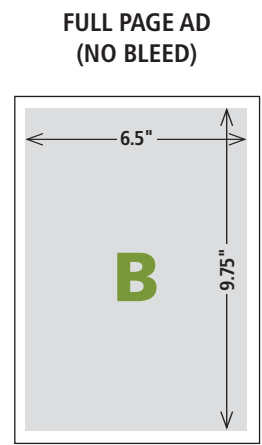
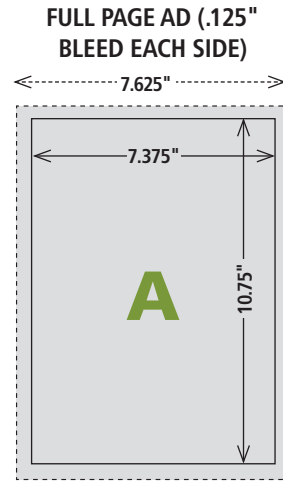
Forms are due October 5, 2018. Ads & payments must be received by October 19, 2018.

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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"/>	OUTSIDE BACK COVER	\$3,900
<input type="checkbox"/>	INSIDE FRONT COVER	\$3,750
<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

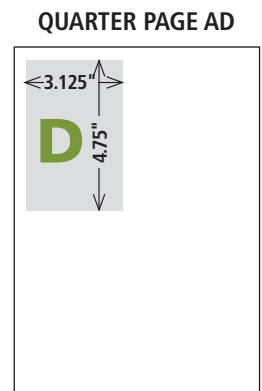
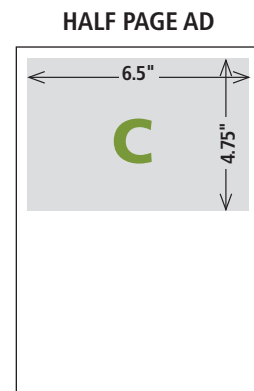


- BLEED: (page **A** above) 7.625" wide x 11" tall (includes additional .125" bleed on each side)
Trim size = 7.375" wide x 10.75" tall
- NO BLEED: (page **B** above) 6.5" wide x 9.75" tall

Partial Page Color Ad (no bleeds)

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

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



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

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