

An Advertising Opportunity with Long-Term Benefits

- ✓ FHCA *Pulse* is the Association's professional monitor of long-term care issues in Florida. Each issue features in-depth articles and commentary from our members, consultants and staff. Advertising regularly in the *Pulse* will provide your business with a direct link to the long-term care providers of Florida.
- ✓ The two-color newsletter is published 11 times per year, averages 16 pages per month and has a total circulation of 1,300.
- ✓ FHCA members in good standing are entitled to special member advertising rates, plus an additional 5% discount is offered to current members of the Associate Member Support Committee.
- ✓ For multiple ad insertions, a 10% discount is available to all advertisers who place four or more consecutive ads of the same size.
- ✓ Payment must accompany the camera-ready or finished ad which must be received at the offices of Corecare Associates by the 10th of each month for publication in the following month's issue.
- ✓ To obtain information about advertising in FHCA *Pulse*, contact Ian Cordes at Corecare Associates (561/659-5581), fax: 561/659-1291, or e-mail: oncorecare@aol.com.

Design and Production Specifications

- The rates quoted are for camera-ready insertion orders.
- If you do not have a standing ad, Corecare can assist you with copy preparation, layout and finished art.
- Column width is 2.375".
- 1-color ads always use black ink.
- The second color is always PMS 287.
- If you are sending black and white camera-ready artwork, we do not recommend it for ads with halftones or screens. These ads will be printed in black and white.
- No photocopies or faxes. (Be sure your ad is good quality and at ACTUAL SIZE.)
- Wherever possible, we prefer that finished artwork be e-mailed to Ian Cordes at oncorecare@aol.com with a laser proof faxed to (561) 659-1291.

The format for submitted artwork, *in the preferred order is:*

1. 300 LPI Photoshop TIFF file, or
2. Adobe Illustrator EPS file (for 2-color ads with text converted to outlines), or
3. PageMaker native file with fonts and linked graphics included, or
4. PDF file, or
5. film negatives: emulsion side down, right reading.

Questions? Call Ian Cordes at 561/659-5581.



AD INSERTION ORDER

Please type or print: 1. Complete and sign the contract below. 2. Fill out your credit card information and fax to 561/659-1291, or enclose a check for the amount payable to FHCA, and mail the check along with this signed contract to the attention of Ian L. Cordes:

Corecare Associates • 200 Butler Street, Suite 305 • West Palm Beach, FL 33407

Questions? Call Ian Cordes at 561/659-5581.

CHECK THE SIZE ADVERTISEMENT YOU ARE PURCHASING*

| | <u>MEMBER RATE</u> | <u>NON-MEMBER RATE</u> |
|--|--------------------|------------------------|
| _____ Fullback-page (8" x 10")..... | \$495 | \$550 |
| _____ Full-page (8" x 10")..... | \$450 | \$500 |
| _____ 2/3 rd page (4.875" x 10")..... | \$375 | \$415 |
| _____ 1/2 page horizontal (7.5" x 4.875")..... | \$285 | \$315 |
| _____ 1/3 rd page (4.875" x 4.875")..... | \$195 | \$215 |
| _____ 1/3 rd page vertical (2.375" x 10")..... | \$195 | \$215 |
| _____ 1/6 th page horizontal (4.875" x 2.375")..... | \$110 | \$125 |
| _____ 1/6 th page vertical (2.375" x 4.875")..... | \$110 | \$125 |

Classified ads are for "positions wanted" or "positions available" only and are a free service for FHCA members.
For information, contact Ed Towey at 850/224-6242.

Name of advertiser: _____ Associate member: ___ Yes ___ No

Mailing address: _____

Phone number: _____ / _____ Fax: _____ / _____ e-mail: _____

1st ad placed in _____ (date of issue). ___ Yes! I am submitting a 2-color ad for an extra \$50.

Number of ads: _____, Cost per ad: \$ _____, 2-color charge per ad: \$ _____; Total: \$ _____

Name of company representative: _____

_____ Fax me an invoice, or _____ Charge my credit card.

Credit Card: ___ AMEX ___ MasterCard ___ VISA Card No. _____

Expiration Date _____ Cardholder's Name _____ Signature/Date _____ (Authorizes both charge amount and/or ad insertion.)

* These rates are for single-insertion, black and white ads — quoted net. There is a \$50 fee for 2-color ads. There may be a manipulation charge if artwork is incomplete.

Check-off one: ___ Ad is coming from advertiser, ___ Ad is coming from Corecare, ___ Ad is coming from _____, or ___ Run existing ad that FHCA has on file "as is." Comments: _____

FHCA reserves the right to refuse any advertisement it determines is inappropriate for publication in FHCA Pulse.