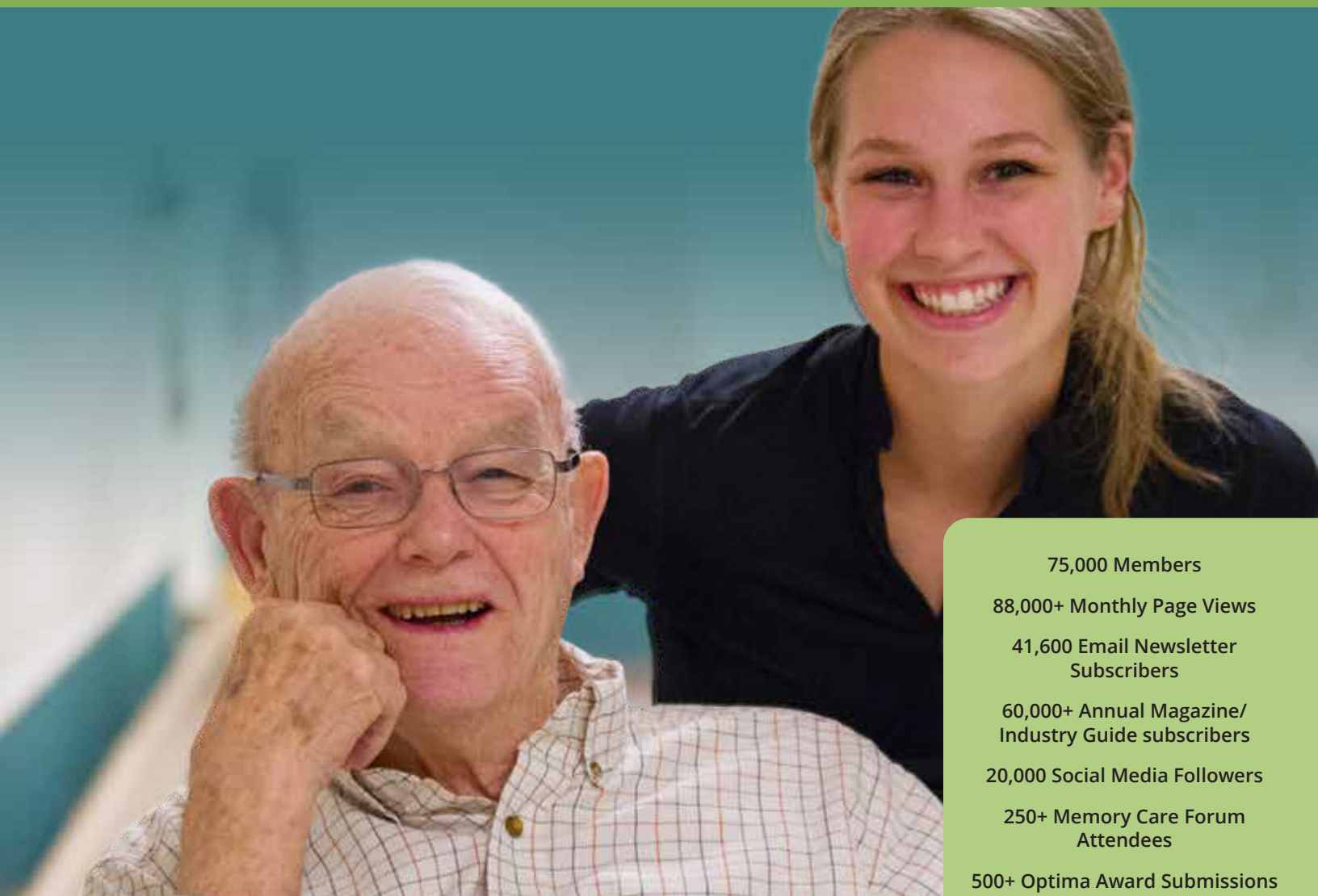


i Advance Senior Care

information. insight. innovation.

Connecting You with Decision-Making Professionals
Throughout the Continuum of Senior Care



**77% of Our Audience is Involved
in the Decision-Making Process**

75,000 Members

88,000+ Monthly Page Views

41,600 Email Newsletter
Subscribers

60,000+ Annual Magazine/
Industry Guide subscribers

20,000 Social Media Followers

250+ Memory Care Forum
Attendees

500+ Optima Award Submissions



**Choose the platforms that
fit your marketing strategy**

2020

Media Kit

Published by:



Our Audience → Your Customers and Prospects

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The *Institute for the Advancement of Senior Care* is dedicated to fostering continuous innovation and best practices for business and clinical professionals working throughout continuum of senior care. We do this through our leading educational programs, authoritative content and media properties and exclusive resources.

Our Unique Audience Mix

I Advance Senior Care is the industry's leading source for practical, in-depth, business-building and innovative care information for executives, administrators, directors of nursing, and other care leaders in assisted living communities, skilled nursing facilities, post-acute facilities, and continuing care retirement communities. *I Advance Senior Care* offers our audience and advertising partners increased reach and access to experts, executives, and opportunities to grow with the industry.



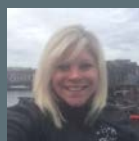
Our Readers Make Buying Decisions — 77% are involved in the decision-making process.

Engaging our audience with high-quality content

I Advance Senior Care provides our audience with authoritative, exclusive content including in-depth articles, market analysis, industry trends, strategic direction, technology innovation and breakthroughs, recruiting insights, and best practices across all key operational areas.

Our editors and contributors create content designed to improve the quality of care and lifestyle, operational efficiency and resident safety and satisfaction of seniors and the professionals who care for them.

Editorial Leadership



Elaine Howley
Editor

Elaine K. Howley is an award-winning writer specializing in senior care, health, fitness and sports. Her writing has also appeared in numerous print and online publications including *U.S. News & World Report*, *AARP.org*, *Medscape*, *espnW*, *SWIMMER* magazine, *UConn Magazine* and *ATLAS Obscura*.



Jennifer Carsen
Coordinating Editor

Jen edits and project-manages our various publications (including in-depth reports and weekly ezines), writes and schedules social media posts, and generally helps keep the PEM trains running on track and on time. She lives and works in Portsmouth, NH.

To view a list of *I Advance Senior Care* editorial contributors visit
www.iadvanceseniorcare.com/contributors.

Target Your Prospects When They Are Online Actively Searching For Information

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Digital Ad Placements

Digital ad placements on the *I Advance Senior Care* website enable you to target, connect and drive traffic from our audience of executives, administrators, directors of nursing and other care leaders in assisted living communities, skilled nursing facilities, post-acute facilities and continuing care retirement communities.



Banner Options and Rates

- **Large leaderboard** (970x90 or 728x90) — **\$1,750 per month.**
- **Half Page Banner** (300x600) — **\$2,750 per month.**
- **Bix Box** (300x250) — **\$1,250 per month.**
- **Prestitial** (640x480) — **\$5,000 per week.**
- **Exclusive “Featured Story” Sponsor** — (Feature your article headlines or other content assets in two headline positions: you may rotate up to 6 headlines) — **\$2,500 per month.**
- **Native Advertising/Sponsored Content** (image, headline, teaser and link) — **\$1,000 per month.**
- **Exclusive Fixed “Sticky” Footer Sponsor** (970x60) — your banner will “stick” to the bottom of the screen, always visible as the user scrolls through the content - **\$5,000 per month**
- **Mobile Sponsor** (320x50 — Exclusive) — **\$1,500 per month.**
- Special positions available upon request including page peel, page push and footer.

Reach *I Advance Senior Care* eNewsletters subscribers in their inbox.



I Advance Senior Care Newsletters include:

- *I Advance Senior Care Weekly Update* delivering that week's most engaging content and your ads directly to each decision makers inbox. Distributed weekly to 40,000+ readers
- 3 eNewsletters written and compiled for distinct audiences within the *I Advance Senior Care* community.
 - **Executive Leadership Update:** distributed twice a month to 10,000+ readers
 - **Clinical Leadership Update:** distributed twice a month to 16,500+ readers
 - **Memory Care Update:** distributed twice a month to 12,400+ readers

eNewsletter Monthly Sponsorship Packages:

- **Platinum Sponsor (exclusive):** includes top leaderboard banner (728x90) with the top text ad (maximum 60 words) with link.
- **Gold Sponsor (maximum 2):** includes a 300x250 banner ad and one text ad (maximum 50 words). Placement first come/first serve.

	4x	2x
	Weekly Update	Vertical Market eNewsletters
Platinum	\$4,950	\$2,950
Gold	\$2,950	\$1,950

Turn the *I Advance Senior Care* Audience into Leads.

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No matter what your marketing goals are *I Advance Senior Care* has a lead generation program for you.

- **Webinars** — *I Advance Senior Care* webinars increase awareness and interest in your services while our dedicated team build attendance and manages every detail. Options include:

- **Custom Sponsored Live Webinar:** You provide the speakers; we provide the moderator, the audience, the webinar platform, and the leads! We'll develop a comprehensive campaign to promote the event to the *I Advance Senior Care* audience. After the event, registrants get your presentation slides and the webinar recording, providing multiple touch points. You get a full webinar audience report, including questions asked by attendees, and the webinar recording as an MP4 file. **Price: \$100 per lead, only contacts at senior care providers count as leads.**

- **OnDemand Webinar:** Already have a webinar? Want to feature it on the *I Advance Senior Care* website and allow executives to access your content when they want it and have a need for it? **Price: \$1,000 (6 months)**

Consider adding an email blast invitation to our webinar interested list of 40,000+

- **Dedicated Email Blasts** — Send your promotional email to our qualified list of members and subscribers.

- 15,000 distribution. **Price: \$2,800**
- 20,000 distribution. **Price: \$3,500**
- 30,000 distribution. **Price: \$5,100**
- 40,000 distribution. **Price: \$6,600**

Plan 3 email blasts or more and save 15%

- **eBooks** — Showcase your company's commitment to educating the marketplace and drive leads. You pick the topic, our team will curate articles from our content depository — you're welcome to add content too, our designers create the eBook which can include your ads and the co-branded asset will be featured and promoted on our website — you get a copy too! **Price: \$7,500**

- **Custom Research** — *I Advance Senior Care's* online research-lead gen programs provide you with the leads and the data points you need. Often these data points are utilized to gather valuable purchasing data and preferences on each lead. The *I Advance Senior Care* research team will collect and share all raw data with you (excel file). Survey invitations will be distributed across all platforms and via email invitations with the goal of collecting between 100–300 respondents. **Price: \$7,500**

- **White Paper Program** — You provide us with your case study, white paper, or other content asset. We develop a comprehensive campaign to promote it to the *I Advance Senior Care* audience and send you the leads. You choose the data fields you want to collect, and pay only for the leads you receive. Only contacts as senior care providers count as leads. **Price: \$100 per lead, 60-lead minimum.**



Participate in essential *I Advance Senior Care* annual resources

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Be featured in the *Advance Senior Care Annual Magazine and Industry Resource Guide* with a special section dedicated to OPTIMA Award Winners"



Published in September 2020, the *I Advance Senior Care Annual Magazine and Industry Resource Guide* will be distributed to over 60,000 print and digital readers with value — add print distribution at the **2020 Memory Care Forum** and at a major industry convention (official announcement to come).

Included in the special issue will be:

- Best of Best Practices across all functional areas
- In-depth articles highlighting the years technology innovation and breakthroughs
- Q&A's with Industry Leaders
- Industry Buyers Guide + Purchasing insights from Industry Insiders
- Special Section showcasing Optima Award Winners and Program Sponsors

Ad Deadline: August 7, 2020

Materials Deadline: August 21, 2020

Advertising Options and Rates.

Full Page: **\$3,950**

½ Page: **\$2,250**

Classified — ¼ page: **\$500**

Special Positions

Issue Sponsor: **\$10,000** (includes sponsor logo on cover, full page 4/c ad within first 12 pages, 2-page Q&A written by Editors)

Back Cover: **\$5,000**

Insider Front Cover: **\$4500**

Page 1: **\$4,250**

Be Showcased in the *I Advance Senior Care* Industry Marketplace.

Launching in January 2020 — the industry's most complete marketplace focused on the top suppliers in the following categories:

- **Administrative Services** (compliance, equipment financing, architects, building services, educational products, financial services, risk management, staffing services etc.)
- **Resident Care Products and services** (bathing equipment, memory care products, lifts, mattresses, nurse call systems, pharmacy services, wheelchairs, medical supplies, speech therapy, rehabilitation therapy/ equipment/supplies etc.)
- **Technology Products and Services** (communications equipment, cable tv/internet services, emergency response, point of care systems, electronic medical record systems, resident monitoring systems, software (care coordination, rehab management, billing etc.)
- **Facility Products and Services** (equipment, furniture, transportation, washer, dryer, cleaning supplies etc.)
- **Safety and Security Products** (door safety, Alzheimer's safety, fall prevention/safety, resident monitoring etc.)
- **Food/culinary**

The *I Advance Senior Care* marketplace is designed to enable users to make better buying decisions throughout the year and to provide suppliers a unique opportunity to promote products and services, and press releases and white papers.

Major Category Sponsor (limited to 10 spots based on bold categories above — 2 per category): each sponsor receives a rotating 970x90 leaderboard for all searches conducted within category, placement in unlimited sub-categories, ability to include, logo, product name + description for each product submitted, prioritized in each search, opportunity to upload unlimited press releases and white papers related to this major category. **Price: \$10,000 per major category (12 months)**

Secondary Category Sponsor (limited to 2 spots per sub-category purchased): each sponsor receives a rotating 300x250

banner within that subcategory, ability to include logo + description for that product, search prioritization, opportunity to upload unlimited press releases and white papers related to the sub-category chosen. **Price: \$2,500 per category (12 months)**

Super Enhanced Listings: include logo + description for products/sub-category selected, search prioritization, opportunity to upload unlimited press releases and white papers related to that sub-category. **Price: \$950 per sub-category (12 months)**

All companies featured in the online marketplace will also be featured in the upcoming *I Advance Senior Care Annual Magazine and Industry Resource Guide*.

Take advantage of *I Advance Senior Care* in-person marketing and thought leadership opportunities

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Custom Content and Q&A Sponsorship

Q&A Sponsorship — Highlight your company's successes and distinguish your message from your competition. This integrated, multi-media program provides you with 100% share of voice and champions your organization's (or your client's) most senior executives as leaders in the industry.

- Working with your marketing team, our writer will craft questions for an interview lasting up to 60 minutes. The interview will then be transformed into an easily digestible Q&A format, designed to your branding specifications as a two-page spread to be run in a print issue of *I Advance Senior Care*.
- This evergreen content asset — yours to use on your website and in your marketing materials — will increase your brand awareness and add legitimacy to your marketing message.
- The reach of your message will also extend to all visitors to the *I Advance Senior Care* website. Your article will be featured as sponsored content on the homepage of our site with links to your website.

Price: \$4,500

Article Creation — Work with our Editorial team to produce a 3-page article featuring your company or product and, once approved, distribute it across *I Advance Senior Care* platforms. **Price: \$6,950**

Already have an article you wish distribute? Distribute it through *I Advance Senior Care* media platforms (email newsletter, website, social media). **Price: \$1,000**

Memory Care Forums



The *Memory Care Forums*, produced by the *Institute for the Advancement of Senior Care*, connect top care teams, researchers, and medical professionals so that they may share best practices, discuss the latest field research, and offer practical solutions for improving quality memory care.

Sessions include hands-on approaches, train-the-trainer sessions, experiential demonstrations, and rich discussions focused on improving the quality of life for long-term care residents with memory care challenges.

The *Memory Care Forums* are ideal opportunities for product and service providers who partner with long-term care facilities to engage their clients and potential clients in an intimate and informative setting. Numerous speaking, exhibiting, sponsoring, and custom developed opportunities are available to meet a variety of marketing and lead generation needs.

Memory Care Forum Opportunities Include

- **Sponsor:** Pre-show/At-show/Post-show branding and promotion; email to all attendees 10 days prior to the event; 5 conference passes; 1 promotional item/marketing collateral in Attendee bag; Prioritization for speaker or panel position; exhibitor booth or post-show article written by Editor; 10 minute “fireside chat” during the event; post-show email to all attendees, copy of attendee list. **Price: \$10,000**
- **Supporting Sponsor:** Pre-show/At-show/Post-show branding and promotion; 3 conference passes; 1 promotional item/marketing collateral in Attendee bag; Prioritization for panel position; exhibitor booth or post-show article written by Editor **Price: \$5,000**
- **Tabletop exhibit booth:** Price: \$1,500

Add-on Sponsorships available upon request include focus group sponsor, lanyard sponsor, Wi-Fi sponsor, welcome bag sponsor; cocktail hour sponsor!

2020 Optima Awards



Now in its 22nd year, the OPTIMA Award is *I Advance Senior Care's* national best practices program recognizing exceptional programming and person-centered service delivery within senior care settings.

I Advance Senior Care created the OPTIMA Award in 1996 to showcase innovative, resident-centered, outcomes-oriented programs and initiatives that enhance the daily quality of life and encourage the optimum abilities of residents living in skilled nursing facilities, assisted living and other senior care settings.

The OPTIMA Award winners will each receive an engraved OPTIMA statuette and their programs are featured in in-depth feature articles written by the *I Advance Senior Care* editorial staff, with interviews conducted with staff at the winning facilities.

The awards program provides opportunities for companies and organizations to showcase their programs and initiatives and provide to an independently judged program to provide recognition for their accomplishments.

The opportunity to sponsor these prestigious awards and participate as a judge and receive and review all submissions is available for \$10,000.

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