

AGING (i)fe CARE™ ASSOCIATION

Who is Your Audience When You Sponsor or Advertise with ALCA?

The Aging Life Care Association (ALCA), formerly known as the National Association of Professional Geriatric Care Managers, is made up of 1,300 unique Aging Life Care™ companies – each with an average of 3 full-time Aging Life Care Professionals™. That's **4,000 professionals** under our association umbrella.

Each professional comes into contact with at least 40 clients per year – that's **160,000 clients** reached by our members.

Our survey reveals that each one of those clients, on average, has 5 family, friends, and professionals involved in their care and decision-making. That's **800,000 unique individuals** that our members directly or indirectly touch.

What does this mean to you? Not all referral sources are equal!

A referral from an ALCA MEMBER means that you get a qualified lead, the right kind of client with the right kind of need who can afford to pay for services.

CLIENT PURCHASING POWER
for products & services related to
long-term care

50% can afford \$2000+/month

30% can afford \$5000+/month

20%+ can afford \$10,000+/month

**based on sample survey of ALCA membership.*

CURRENT OPPORTUNITIES

Become a Sponsor or Exhibitor at the 2017 Annual Conference in
San Antonio, TX – May 3 – 6, 2017

Advertise in the next issue of the *Journal of Aging Life Care*

Advertise in the next issue of *Inside ALCA*

Sponsor a Series of e-flash Newsletters

Sponsor an Educational Webinar

Details at aginglifecare.org

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4 SPONSORSHIP OPPORTUNITIES TO CHOOSE FROM

When you sponsor or advertise with ALCA, you reach the decision-makers for thousands of aging adults, their families, and circles of professional support.

Inside ALCA Magazine

Inside ALCA (formerly known as *Inside NAPGCM*), a members only magazine published three times a year – Spring (electronic only), Summer (print and electronic), and Fall/Winter (electronic only) – and features ALCA News, including Board Reports, Chapter News, Event Updates, and more. Electronic ad includes live links to your website. Also posted and archived at aginglifecare.org.

<p>Inside ALCA Submission Deadlines</p> <p>Issue 1 - Spring: March 3</p> <p>Issue 2 - Summer: May 19</p> <p>Issue 3 - Fall/Winter: October 6</p>

Ad Rates Based on One Year (12 month) Contract			
Inside ALCA Ad Space	1x	2x 10% off	3x 20% off
Full Page* 8-1/2 x 11" (Member or Partner/Non-Member)	\$750/\$1,000	\$1,350/\$1,800	\$1,800/\$2400
½ Page 7-1/2 x 4-1/2" (Member or Partner/Non-Member)	\$450/\$600	\$810/\$1,080	\$1,080/\$1,440
¼ Page 3-1/2 x 4-1/2" (Member or Partner/Non-Member)	\$350/\$400	\$630/\$720	\$840/\$960
Business Card Ad (Member or Partner/Non-Member)	\$150/\$200	\$270/\$360	\$360/\$480

***Add 10% for guaranteed inside front or back page placement**

Ad specifications: High resolution PDF, JPEG, TIF, or EPS files. (If EPS, please ensure that all text is converted to outlines.)

The New Journal of Aging Life Care

The *Journal of Aging Life Care* (formerly known as the *Journal of Geriatric Care Management*) is published twice a year in the Spring and Fall in both an online and print version. The *Journal* includes in-depth features and case studies specific to the practice of Aging Life Care™ / geriatric care management. This unique resource selects content from the profession's leading practitioners. Online Ad includes live links to your website.

Your Journal ELECTRONIC ad is:

- Placed in ad bar at bottom of every page
- 450 pixels wide by 225 pixels tall
- Updated as necessary to coincide with your event schedule or other needs
- Shared with a maximum of one other sponsor, maximizing your presence and visibility
- Includes a live link to your website
- Your ad will appear not only in the current issue, but in all archived issues as well during your advertising period

File Formats: GIF or JPG (animated GIFs and Flash files are not accepted)

File Size: 40kb or less

Your Journal PRINT ad is:

- ¼ page – 3 ½" x 4 ½"
- Shared with a maximum of three other sponsors, maximizing your presence and visibility

Ad specifications: High resolution PDF, JPEG, TIF, or EPS files. (If EPS, please ensure that all text is converted to outlines.)

The ALCA Journal Submission Deadlines

Issue 1 - Spring: April 10

Issue 2 - Fall: October 16

<i>ALCA Journal Ad Space</i>	Online Ad*		Print Issue*	
	1x	2x 10% off	1x	2x 10% off
Member or Partner/ Non-Member	\$650/\$800	\$1170/\$1440	\$650/\$800	\$1170/\$1440

*An additional 10% discount will apply for sponsors purchasing both an electronic and print ad for the same issue.

“e-flash” Newsletter

ALCA’s e-flashes are emails featuring timely news that is relevant, welcomed, and valued by our membership. Open rates are consistently high.

Your e-flash ad is:

- Placed following the e-Flash’s top story
- 500 pixels wide by 175 pixels tall*
- Updated as necessary to coincide with your event schedule or other needs
- Shared with a maximum of one other sponsor, maximizing your presence and visibility
- Includes a live link to your website

*subject to change

File Formats: GIF or JPG (animated GIFs and Flash files are not accepted)

File Size: 20kb or less

Insertion Dates: Sponsorship ads must be submitted two weeks prior to preferred “go-live” date.

e-flash Newsletter	3 insertions	6 insertions	9 insertions	12 insertions
Member Price	\$342	\$648	\$918	\$1,152
Non-Member Price	\$428	\$810	\$1,148	\$1,440

Webinar Series

ALCA’s Business and Clinical webinars provide aging life care professionals with educational presentations that meet their unique needs, and they’re convenient and affordable. This is an advertising opportunity only; sponsors do not contribute to the content or topic.

Your sponsorship benefits include:

- Logo and written recognition in promotions preceding webinars to 2,000 ALCA members and hundreds of non-members
- Logo recognition on the official ALCA webinar web page with links back to your website
- Sponsorship support recognition and brief company description at the beginning of each webinar presentation
- Sponsorship support recognition in post-webinar materials, as available, that are cataloged for use by members throughout the year
- Upon approval of ALCA, webinar sponsors may also issue a press release announcing their support of ALCA education initiatives

Webinar Sponsorship	1x	2x	3x	4x
Member/Partner Price	\$500	\$900	\$1,300	\$1,700
Non-Member Price	\$625	\$1,125	\$1,625	\$2,125

For more information, contact ALCA at 520.881.8008 or email jwagner@aginglifecare.org.