

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

The Aging Life Care Association (ALCA) 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

Sponsor or Exhibit at the 2022 Annual Conference in Orlando, FL –  
April 6 – April 9, 2022

Advertise in the next issue of *Inside ALCA*  
Place an Ad in a Series of e-flash Newsletters  
Sponsor an Educational Webinar

**Details at [aginglifecare.org](http://aginglifecare.org)**

**3275 W. Ina Road, Suite 130, Tucson, AZ 85741**  
**[jwagner@aginglifecare.org](mailto:jwagner@aginglifecare.org) | [aginglifecare.org](http://aginglifecare.org) | 520.881.8008**

**MANY 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*, 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](http://aginglifecare.org).

#### **Inside ALCA Submission Deadlines**

Issue 1 - Spring: March 3  
 Issue 2 - Summer: May 19  
 Issue 3 - Fall/Winter: October 6

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

ALCA's peer-reviewed *Journal of Aging Life Care* 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. The *Journal* is published twice a year in the Spring and Fall in both an online pdf and print version. Online pdf includes live links to your website.

### Your Journal ELECTRONIC ad is (limited availability):

- Placed on the Journal landing page side bar
- Contact office for ad size
- Updated as necessary to coincide with your event schedule or other needs
- Shared with a maximum of three other sponsors, maximizing your presence and visibility
- Includes a live link to your website

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

**File Size:** 40kb or less

### Your Journal PRINT ad is (limited availability):

- Full color print
- ¼ page – 3 ½" w x 4 ½" h
- 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

ALCA Journal Ad Space	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.

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## “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:

- 500 pixels wide by 175 pixels tall\*
- Updated as necessary to coincide with your event schedule or other needs
- Shared with a maximum of two other sponsors, 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:** 1MB or less

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

<b>e-flash Newsletter</b>	<b>3 insertions</b>	<b>6 insertions</b>	<b>9 insertions</b>	<b>12 insertions</b>
Member or Partner Price	\$399	\$762	\$1,098	\$1,392
Non-Member Price	\$489	\$930	\$1,332	\$1,680

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## New Opportunities for ALCA Corporate Partners Only

### Video Ad

Your Informational Video Advertisement to be inserted into one e-flash newsletter (60 seconds maximum)

<b>Video Ad</b>	<b>1 insertion</b>
Member or Partner Price	\$1,000

### Direct Mail Opportunity

Want to get your message directly to our ALCA members? We are offering our Members and Partners the opportunity to include your marketing flyer into our annual dues renewal mailing.

Insert Ad Specs:

- maximum size 3.75” x 8.25” and maximum paper weight 80lb
  - send 1800 copies\* of your ad insert to ALCA no later than November 2nd
- \*2000 copies to include ALCA partners

<b>Dues Insert</b>	<b>3 insertions</b>
Member or Partner Price	\$750

## Webinar Sponsor

ALCA's Business and Clinical webinars provide Aging Life Care Professionals with educational presentations that meet their unique needs, and are convenient and affordable. This is an advertising opportunity only; sponsors do not contribute to the webinar 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

<b>Webinar Sponsorship</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Member/Partner Price	\$600	\$1,000	\$1,400	\$1,800
Non-Member Price	\$725	\$1,225	\$1,725	\$2,225

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For more information or to create your own unique opportunity, contact ALCA at 520.881.8008 or email [jwagner@aginglifecare.org](mailto:jwagner@aginglifecare.org).