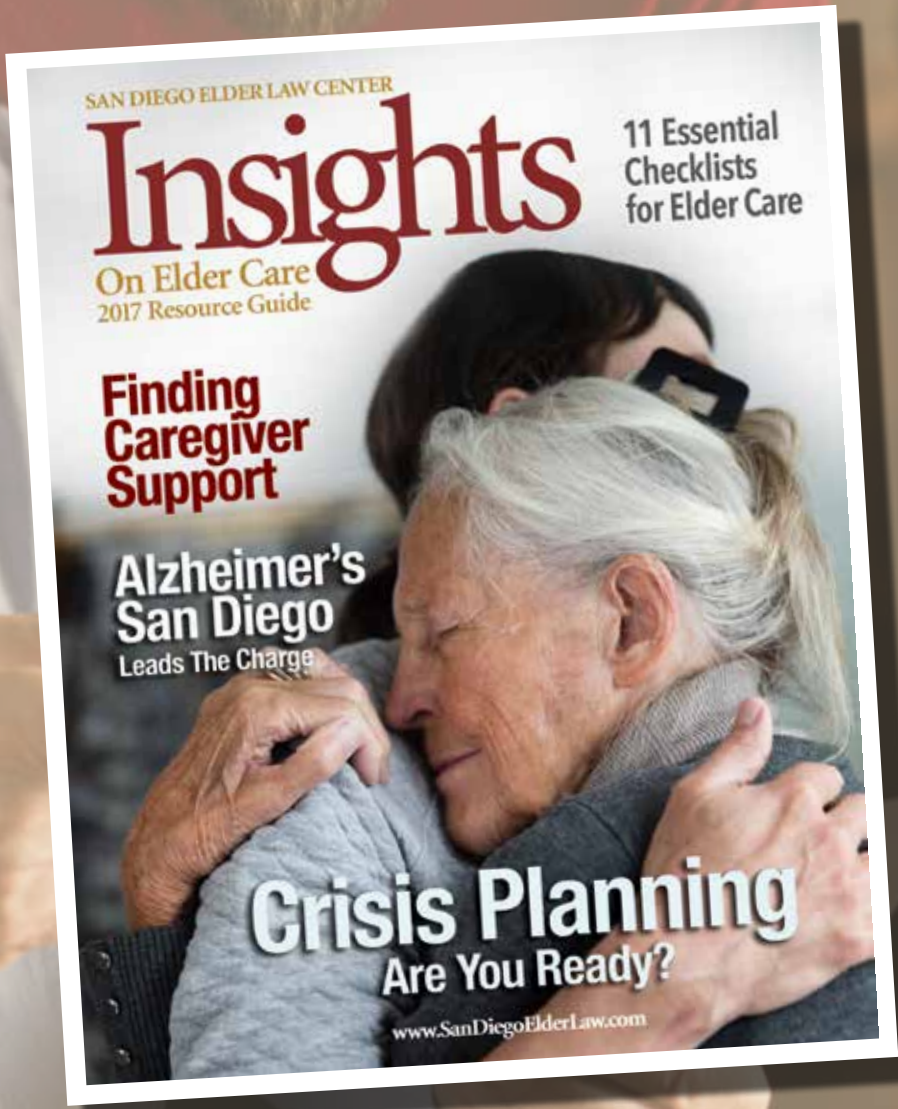


EARLY BIRD RATES
DECEMBER 2, 2016



SAN DIEGO ELDER LAW CENTER

Insights 2017

ON ELDER CARE RESOURCE GUIDE
MEDIA KIT

Insights

2017 Resource
Guide for Elder Care



Reach 10,000+ San Diego Elder Care Families

Limited Time, Once-a-Year Opportunity to Advertise in the Premiere Elder Care Resource Guide.

- *Insights* on Elder Care Resource Guide consistently delivers leading advice, information, and inspiring real-life solutions from trusted experts.
- Comprehensive resource listings of preferred care services and providers.
- *Insights* on Elder Care readers are engaged at a deeper level, creating more meaningful connection with advertisers.
- *Insights* on Elder Care stands alone in its ability to connect with and influence its readers. We are here to extend the reach and reinforce the connection of your marketing brand among our deeply invested audience.
- We are a committed circulation leader with a distribution philosophy of creating and deepening relationships. *Insights* on Elder Care is hand-delivered to high visibility facilities, organizations and providers that are actively invested in distributing *Insights*. We track and actively re-supply them throughout the year.

**SAN DIEGO
ELDER LAW**
C E N T E R

4364 Bonita Road, #461

Bonita, CA 91902

(619) 235-4357

www.sandiegoelderlaw.com

PUBLISHER:

Philip P. Lindsley

CELA Certified Elder Law Attorney

CLS Certified Legal Specialist

Estate Planning, Trust and Probate

plindsley@sandiegoelderlaw.com

FOR AD RESERVATIONS:

Marcie Hanna, MSW, LCSW

Advertising & Distribution

(619) 235-4357

marcie@sandiegoelderlaw.com

FOR AD SUBMISSIONS AND SPECIFICATIONS:

Michael French, Design Director

(619) 838-6314

mfrench310@gmail.com

PUBLICATION DATE:
FEBRUARY 2017

AD SUBMISSION DEADLINE:
JANUARY 5, 2017

EARLY BIRD RESERVATIONS:
DECEMBER 2, 2016

AD PAYMENT DUE
AT TIME OF RESERVATION

AD RESERVATION DEADLINE:
DECEMBER 16, 2016

ISSUE RUN:
FEBRUARY 2017 - JANUARY 2018

Display Ad Rates / Sizes

EARLY BIRD
ADVERTISER
BY DEC. 2, 2016

2017 RATES

Back Cover	TRIM 8.5" x 11" BLEED 8.75" x 11.25" LIVE/SAFE: 7.875" x 9.8750"	\$1,725	\$1,975
Inside Front Cover	TRIM 8.5" x 11" BLEED 8.75" x 11.25" LIVE/SAFE: 7.875" x 9.8750"	\$1,438	\$1,650
Inside Back Cover	TRIM 8.5" x 11" BLEED 8.75" x 11.25" LIVE/SAFE: 7.875" x 9.8750"	\$1,438	\$1,650
Full Page	7.875" x 9.875"	\$1,150	\$1,325
Half Page	HORIZONTAL 7.875" x 4.75" VERTICAL 3.75" x 9.875"	\$747	\$860
Quarter Page	3.75" x 4.75"	\$460	\$530



Insights

2017 Resource
Guide for Elder Care



AD SPECIFICATIONS:

ACCEPTED PROGRAMS AND FORMATS: Press Optimized PDFs are required. Embed all fonts.

RESOLUTION: For the best printing reproduction, place all images at 100% at 300dpi and build ads to actual size at 300dpi. 72dpi files and images off websites are not acceptable and will have poor reproduction quality.

COLOR: CMYK (full color) required. RGB images and colors will not reproduce accurately.

TRIM & BLEED: ONLY INSIDE COVER AND BACK COVER ADS REQUIRE BLEEDS. 1/4 inch bleed required for all bleed areas with trim/crop marks at specified ad trim size. All other ad sizes should be created at specified ad size without bleed or crop marks. **NOTE ON BLEED:** The excess image area that must pass the trim dimensions to avoid having the image border accidentally print.

TRIM: Where the page itself will be cut. Because it is cut by a machine, the cut is not absolutely precise every time. Some slight shifting does occur.

LIVE: The area where ad main typographic elements should be without worrying about being cut off. This area ensures that your typography and main graphics will be seen.

INCORRECT ADS: All ads submitted incorrectly will be returned to creator for revision. San Diego Elder Law Center (SDELCC) is not responsible for ads submitted incorrectly which result in quality or content issues.

RIGHT OF REFUSAL: SDELCC retains the right to refuse publication of any ad due to content, design, image or other circumstance that is deemed objectionable or inappropriate for our audience and readers.

**SAN DIEGO
ELDER LAW
CENTER**

4364 Bonita Road, #461
Bonita, CA 91902

(619) 235-4357

www.sandiegoelderlaw.com

PUBLISHER:

Philip P. Lindsley

CELA Certified Elder Law Attorney

CLS Certified Legal Specialist

Estate Planning, Trust and Probate

plindsley@sandiegoelderlaw.com

FOR AD RESERVATIONS:

Marcie Hanna, MSW, LCSW

Advertising & Distribution

(619) 235-4357

marcie@sandiegoelderlaw.com

FOR AD SUBMISSIONS AND SPECIFICATIONS:

Michael French, Design Director

(619) 838-6314

mfrench310@gmail.com