

FLORIDA *At Home*



A Publication of the Home Care Association of Florida

WHO ARE WE?

Our association represents **home care agencies throughout Florida** — decision-makers in charge of contracting your products and services in the home care industry.

WHY HCAF?

- ◆ Florida's estimated annual Medicaid program is **\$25.2 billion**, serving more than **4 million Floridians**.
- ◆ *Florida at Home* magazine reaches **100% of all home health care and private care agencies** in Florida.
- ◆ Home care providers are among the **fastest growing health care industries** in the United States. Revenue has grown to more than **\$108 billion**, including a **6.7% increase** in 2020.

ABOUT THE PUBLICATION



Florida at Home is the official publication of the Home Care Association of Florida.

This professionally designed biannual magazine is a critical component of HCAF's communications program and features relevant editorial for people directly involved in Florida's home care profession. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Florida at Home*.



www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
4/19/21	June 2021
10/11/21	December 2021

NET ADVERTISING RATES: FLORIDA AT HOME

Size	1x	2x
Back Cover	\$2,195	\$1,965
Premium Position*	\$2,080	\$1,735
Two-Page Spread	\$3,025	\$2,615
Full Page	\$2,025	\$1,615
1/2 Page	\$1,270	\$985
1/3 Page	\$810	\$695
1/4 Page	\$635	\$550
1/8 Page	\$405	\$345
Digital Media		
Standard View Skyscraper	\$500	\$500
Standard View Landing Page	\$500	\$500
Digitally Responsive Publication	\$500	\$500

*Premium positions include: inside front cover, page 3, opposite the table of contents and inside back cover.

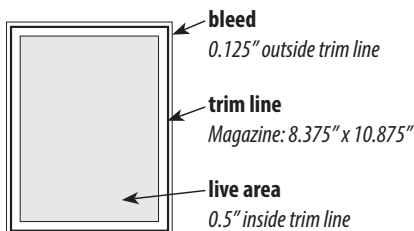
All rates are for full-color advertisements.

SPECIFICATIONS: FLORIDA AT HOME

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.875"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"
Digital Media	
Standard View Skyscraper	160p x 600p
Standard View Landing Page	603p x 783p
Digitally Responsive Publication	502p x 498p

* Full-page ads are intended to bleed off the page

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the page edge** (8.375" x 10.875")



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full-page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

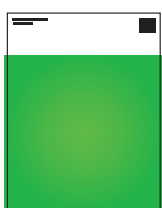
TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

10629 Henning Way, Suite 8
Louisville, KY 40241
844.423.7272 toll-free
888.780.2241 FAX
advertise@innovativepublishing.com



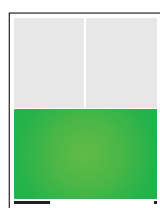
www.innovativepublishing.com



Back Cover (with bleed)



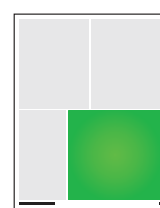
Full Page (with bleed)



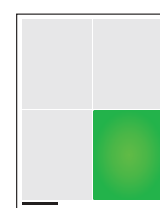
1/2 Horizontal



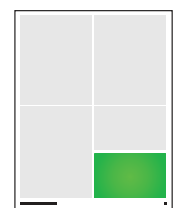
1/2 Vertical



1/3 Block



1/4 Block



1/8 Horizontal

DIGITAL ADVERTISING



Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$500

Specifications: RGB color space, 603 pixels x 783 pixels for magazine

E-SKYSCRAPER:

Available positions: 2

Rate: \$500

Specifications: Vertical orientation, RGB color space, 160 pixels x 600 pixels

DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS

TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

DESKTOP VERSION



MOBILE VERSION



DIGITAL AD SPECIFICATIONS:

502 pixels x 498 pixels advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

DESKTOP VERSION



MOBILE VERSION

