



**Print**



**Digital**



**Virtual**



**Mobile**



**Face-to-Face**



IASC and *I Advance Senior Care* provide multimedia marketing opportunities connected directly to the field's leading sources of cutting-edge information. Together we can create a comprehensive, integrated strategy to accomplish your marketing goals in the senior care community.

# I Advance Senior Care

## Innovation. Insight. Information.

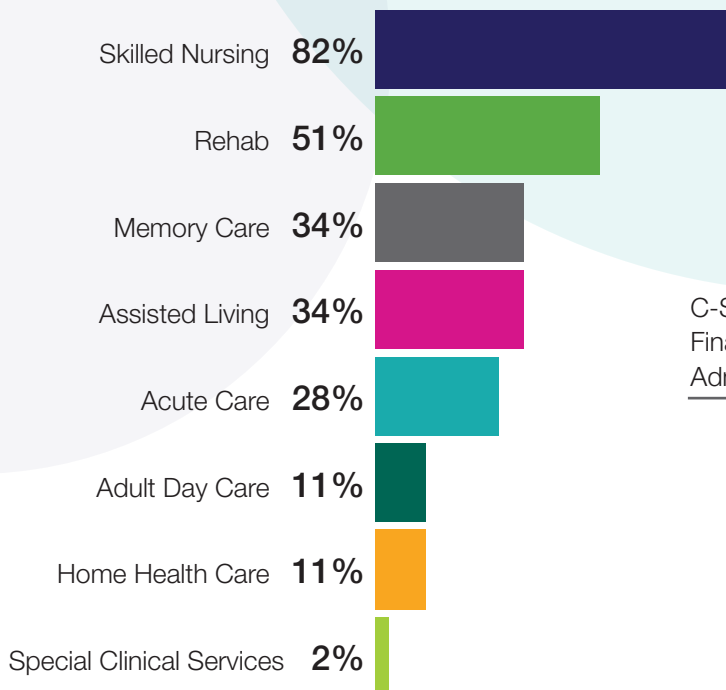
The Institute for the Advancement of Senior Care is dedicated to fostering continuous improvement and best practices for business and clinical professionals working throughout the continuum of senior care.

In 2017, *Long-Term Living* magazine is excited to be joining forces with the Institute for the Advancement of Senior Care (IASC) to reinvent itself as *I Advance Senior Care*.

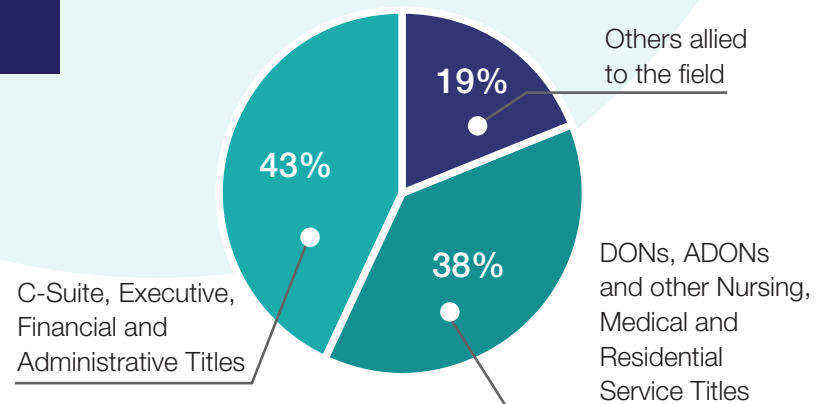
The conversation about aging in the United States is changing, and we're changing with it. *I Advance Senior Care* is the next step in our evolution. By working with IASC, *I Advance Senior Care* offers our audience and advertising partners increased reach and access to experts, executives, and opportunities to grow with the industry.

Engage more professionals in different ways

### Audience by Services Provided



### Audience by Title



## Marketing Solutions

Enhance your brand recognition with *I Advance Senior Care's* marketing solutions. Our targeted reach, expertise and resources provide you with the solutions you need to drive market engagement. We offer a wide range of brand building, lead generating, lead nurturing, content marketing, and thought leadership opportunities.



### Print

Reach more than 30,000 decision makers in the senior care industry. *I Advance Senior Care* offers display advertising opportunities, as well as inserts and creative placement options. National and regional opportunities are also available.



### Digital

iAdvanceSeniorCare.com is a one-stop destination for professionals who need the latest news and practical insights in the senior care continuum. The site\* offers banner and rich media advertising options. Weekly eNewsletters provide interaction with the community, and our Clinical and Executive Leadership Updates position your organization above the market noise.



### Events

IASC's face-to-face events, including the Memory Care Forums and the IASC Lunch & Learn Series offer targeted opportunities to engage your key prospects, establish and nurture relationships, strengthen your brand equity, conduct market research, and demonstrate thought leadership.



### Webinars & Lead Gen

*I Advance Senior Care* Webinar and content syndication programs, including White Papers, eBooks, and Case Studies, generate qualified leads for your sales team. Contact information for key prospects is captured and delivered to you on an on-going basis during the promotion of your thought-leading content asset or Webinar program.

[www.iadvanceseniorcare.com](http://www.iadvanceseniorcare.com)

## Increased Engagement


### IASC Webinars

With topics identified by the IASC editorial staff as being of key interest to our audience, monthly co-branded IASC webinars offer unparalleled brand-building and lead generation opportunities for innovative product and service providers.

### Prefer to showcase YOUR organization's thought leadership during a webinar?

No problem! Our team will work with you to produce and market a webinar featuring your subject matter experts and/or client partners.

63% of our audience prefers webinars for receiving professional information



<b>January</b>	<u>Activities Programming to Combat Seasonal Depression</u>
<b>February</b>	<u>Medication Management for Memory Care</u>
<b>March</b>	<u>Data Analytics and Business Intelligence for Long-Term Care</u>
<b>April</b>	<u>Financing and Memory Care</u>
<b>May</b>	<u>End-of-Life Care: Education and Documentation (POLST/MOLST)</u>
<b>June</b>	<u>Workplace Safety and OSHA Regulations</u>
<b>July</b>	<u>Skin Care, Protection, Sores</u>
<b>August</b>	<u>Non-Pharmaceutical Approaches for Memory Care</u>
<b>September</b>	<u>Staffing for Memory Care</u>
<b>October</b>	<u>Art Therapy Approaches for Long-Term Care: Rehab vs. Activities</u>
<b>November</b>	<u>Executive Insights: Driving Culture Change</u>
<b>December</b>	<u>CMS Update for 2018: What's Coming Up</u>

*\*Dates and topics subject to change.*

## Face-to-Face Connections

### Memory Care Forums

The Memory Care Forums are ideal opportunities for product and service providers who partner with long-term care facilities to engage decision makers 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.



Great event!  
Lots of great information. An exciting learning and networking opportunity. On the cutting edge.

- Dementia Care Director

Spring Forum	Fall Forum
May 22-23, 2017, Philadelphia	September 14-15, 2017, San Diego

### Lunch & Learns

In 2017, *I Advance Senior Care* will engage its audience in local conversations. Your organization can strengthen and nurture its relationships by helping to drive the discussions. These two-hour events will feature a panel discussion and networking lunch, both designed to start conversations with senior care providers.

February	April
St. Petersburg	Cleveland
June	November
Minneapolis	Charlotte

# Editorial Excellence

## Champion of Quality Improvement and Innovation in Aging

An award-winning magazine for the first 65 years of our history (first as *Nursing Homes* and then as *Long-Term Living*), our 2017 plans allow us to expand our editorial excellence across the continuum of senior care – reaching more decision makers in the ways that are that are most useful to them.

### 2017 | Advance Senior Care Editorial Calendar

Winter: Memory Care	Spring: Leaders of Tomorrow	Summer: Memory Care
Ad Close: 1/23 Materials Due: 1/26	Ad Close: 3/27 Materials Due: 3/30	Ad Close: 6/2 Materials Due: 6/7
<b>EDITORIAL FOCUS</b>		
Legal issues in dementia care Clinical advancements/Research Drug-free interventions Activities programming	Medication management Rehabilitation/therapy Infection control	Legal issues in dementia care Clinical advancements/Research Drug-free interventions Activities programming
<b>BONUS DISTRIBUTION</b>		
Environments for Aging 2/26 - 3/1 Las Vegas, NV AMDA 3/16 - 3/19 Phoenix, AZ ACHCA 4/2 - 4/5 St. Louis, MO	Argentum 5/1 - 5/4 Nashville, TN ASCP Forum 5/3 - 5/4 Arlington, MD AANAC 5/3 - 5/5 St. Louis, MO Memory Care Forum 5/22 - 5/23 Philadelphia, PA	NADONA 7/14 - 7/19 Coronado Springs, FL Pioneer Network 7/30 - 8/2 Chicago, IL
<b>Special Innovation Issue</b>	<b>Fall: OPTIMA Award</b>	
Ad Close: 8/30 Materials Due: 9/4	Ad Close: 10/27 Materials Due: 10/30	
<b>EDITORIAL FOCUS</b>		
Technology Services Resident Care	Risk management/emergency preparedness Finance Infection control	
<b>BONUS DISTRIBUTION</b>		
Memory Care Forum 9/14 - 9/15 San Diego, CA AHCA 10/15 - 10/18 New Orleans, LA Leading Age 10/29 - 11/1 New Orleans, LA ASCP Annual Forum (TBD)		

**In every issue:**

- Administrative management
- Quality initiatives
- Research
- Case studies
- Leadership
- Compliance
- MDS Updates
- Legal issues
- Safety



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