



# 2017 Marketing Solutions



Print



Digital



Virtual



Face-to-Face

**i Advance Senior Care**  
information. insight. innovation.



## Engage more professionals across the continuum of senior care

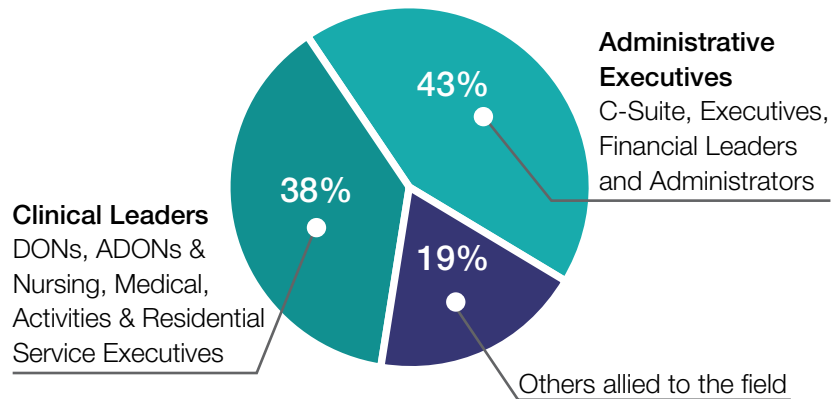
*I Advance Senior Care* (formerly *Long-Term Living*) is the industry-leading source for practical, in-depth, business-building and innovative care information for owners, executives, administrators, and directors of nursing at assisted living communities, skilled nursing facilities, post-acute facilities, and continuing care retirement communities. *I Advance Senior Care* offers our audience and advertising partners increased reach and access to experts, executives, and opportunities to grow with the industry.

Over **75%**  
of our audience  
is involved in the  
decision making  
process!

### Our Audience Represents Facilities that Provide Services to Seniors:

- 82%** Skilled Nursing
- 51%** Rehab
- 34%** Memory Care
- 34%** Assisted Living
- 28%** Acute Care
- 11%** Adult Day Care
- 11%** Home Health Care
- 2%** Special Clinical Services

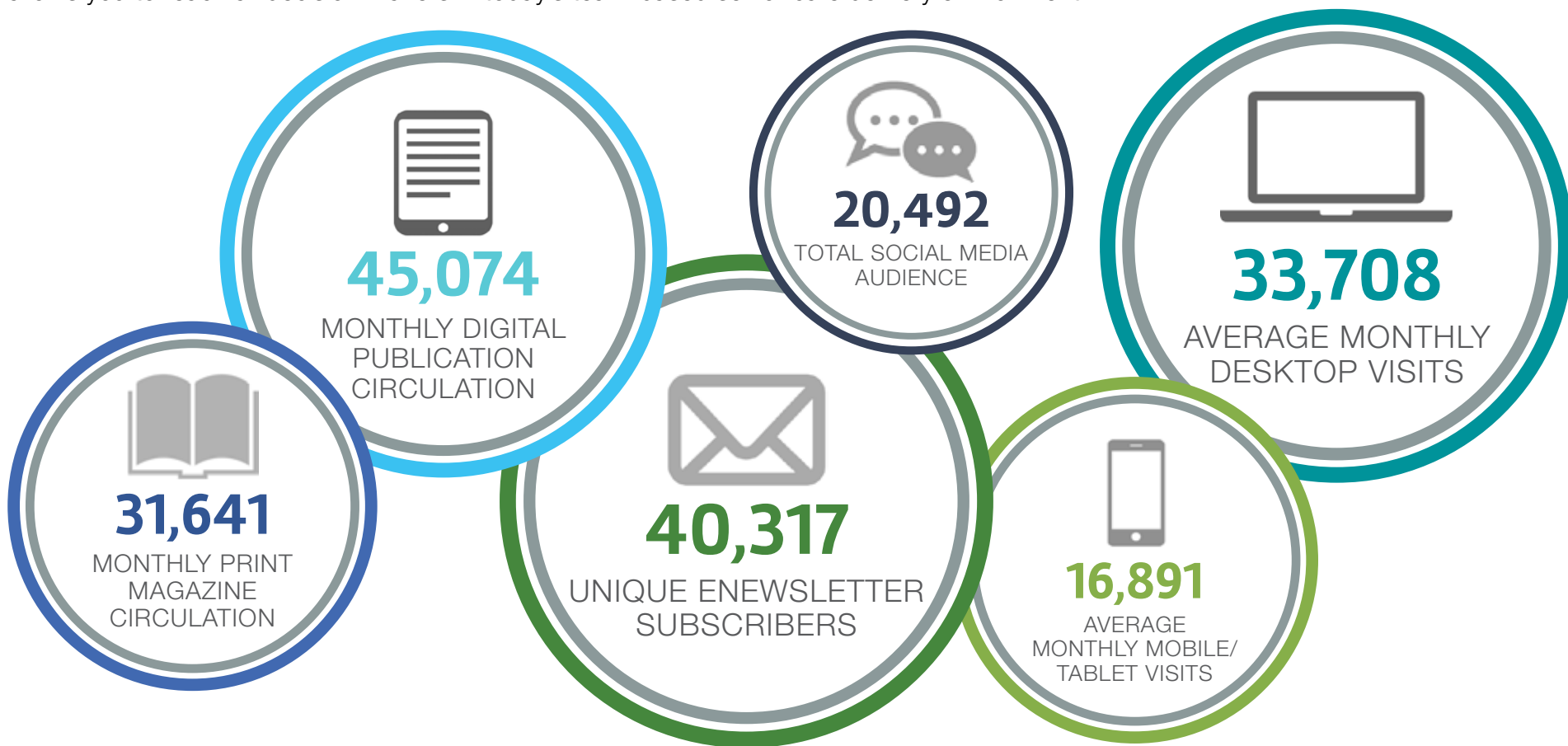
### Our Audience Includes a Unique Mix of Administrative Executives and Clinical Leaders:





## Deliver your message efficiently and effectively to key decision makers

With multiple channels to reach our unique audience mix of administrative executives and clinical leaders, *I Advance Senior Care* allows you to reach all decision makers in today's team-based senior care delivery environment.





## I Advance Senior Care takes you beyond news

We are the most preferred source for practical advice, strategic direction, management insights, and clinical best practices. We focus on how regulatory and legislative news impacts the business and quality care outcomes in a swiftly changing industry.



Pamela Tabar  
Editor-in-Chief



Nicole Stempak  
Associate Editor

## 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.



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.





## 2017 / Advance Senior Care Editorial Calendar

Winter: Memory Care	Spring: Leaders of Tomorrow	Summer: Memory Care	Special Innovation Issue	Fall: OPTIMA Award
Ad Close: 1/23 Materials Due: 1/26	Ad Close: 3/27 Materials Due: 3/30	Ad Close: 6/9 Materials Due: 6/14	Ad Close: 9/5 Materials Due: 9/8	Ad Close: 10/27 Materials Due: 10/30
EDITORIAL FOCUS				
<ul style="list-style-type: none"> <li>• Legal issues in dementia care</li> <li>• Clinical advancements/Research</li> <li>• Drug-free interventions</li> <li>• Activities programming</li> </ul>	<ul style="list-style-type: none"> <li>• Medication management</li> <li>• Rehabilitation/therapy</li> <li>• Infection control</li> </ul>	<ul style="list-style-type: none"> <li>• Legal issues in dementia care</li> <li>• Clinical advancements/Research</li> <li>• Drug-free interventions</li> <li>• Activities programming</li> </ul>	<ul style="list-style-type: none"> <li>• Technology</li> <li>• Facility Operations</li> <li>• Resident Care</li> </ul>	<ul style="list-style-type: none"> <li>• Risk management/emergency preparedness</li> <li>• Finance</li> <li>• Infection control</li> </ul>
REGULAR COVERAGE:				
<ul style="list-style-type: none"> <li>• Administrative management</li> <li>• Quality initiatives</li> <li>• Research</li> <li>• Case studies</li> <li>• Leadership</li> <li>• Compliance</li> <li>• MDS Updates</li> <li>• Legal issues</li> <li>• Safety</li> </ul>				
BONUS DISTRIBUTION				
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  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 9/6 - 9/8 Chicago, IL	



## Print opportunities

Reach more than 31,000 decision makers in the senior care industry. *i Advance Senior Care* magazine is distributed to a carefully managed circulation base to provide your company with the opportunity for cost-effective and consistent messaging that will help drive consumer attitudes and behavior. Advertisers' brand messages are surrounded by rich, informative content.

### HIGH EXPOSURE ADVERTISING

- False Cover
- Polybag
- Opposite Table Of Contents
- First Right Hand Page
- Cover Tip
- Cover 2
- Cover 3
- Cover 4
- French/Barn Door
- Belly Band



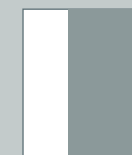
### DISPLAY ADVERTISING SPECS



Full Page Bleed  
8.5" x 11.125"



1/2 Page Horizontal  
7" x 4.75"



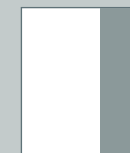
2/3 Page Vertical  
4.5" x 10"



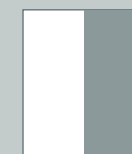
1/3 Page Square  
4.5" x 4.75"



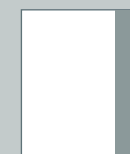
1/2 Page Island  
4.5" x 7.5"



1/3 Page Vertical  
2.125" x 10"



1/2 Page Vertical  
3.25" x 10"



1/4 Page Vertical  
3.25" x 4.75"



## iAdvanceSeniorCare.com

iAdvanceSeniorCare.com is a one-stop destination for professionals looking for practical insights in the senior care continuum. The site offers banner and rich media advertising options.

### DIGITAL DISPLAY

Digital ad placements on the *iAdvance Senior Care* website provide industry leaders with an interactive online experience for users. *iAdvance Senior Care* features run-of-site banners IAB standard units:

- Leaderboard (728 x 90)
- Full banner (468 x 60)
- Big Box (300 x 250)
- Skyscraper (160x600)

### NATIVE ADVERTISING

There is no better way to showcase your company's thought leadership and subject matter expertise than an *iAdvance Senior Care* native advertising campaign. Featured in the content river on the homepage of iAdvanceSeniorCare.com – and subtly flagged as sponsored content – this digital program gives your company unparalleled exposure to the *iAdvance Senior Care* audience.

### RICH MEDIA

- Welcome Mat - First rich media ad served to all daily unique visitors upon entry to the site
- Page Peel - High engagement due to animated nature of the panel “dog ear”
- Footer - High engagement due to panel motion and persistent presence at bottom of page
- Page Push - Prime position at top of page with large ad unit and persistent presence
- Wallpaper - High engagement from persistent presence and unique positioning





## eNewsletter opportunities

The latest leadership strategies and practical insights for senior care professionals. Our weekly eNewsletters provide interaction with the community, and position your organization above the market noise.

### WEEKLY ENEWSLETTER

Distributed to nearly 30,000 readers each week, the *I Advance Senior Care* Weekly eNewsletter delivers the week's most engaging content and your display ad directly to each decision maker's inbox.

Exclusive placement in the following positions are available on a weekly basis, with discounts for monthly, quarterly, bi-annual, and annual ad reservations:

- Top Leaderboard 728x90
- Skyscraper 160x600
- Full Banner 468x60
- Product Ad / Vendor Corner 125x125
- Rectangle 180x150
- Bottom Leaderboard 728x90



Excellent open rates available on request

### LEADERSHIP UPDATE ENEWSLETTERS

*I Advance Senior Care* Updates are vertical eNewsletters written and compiled for distinct audiences within the *I Advance Senior Care* community. With 50% share-of-voice, your 300x250 ad can be featured in:

**Executive Leadership Update**  
distributed weekly to 7,500+ readers

**Clinical Leadership Update**  
distributed weekly to 8,000+ readers

**Memory Care Update**  
distributed bi-weekly to 12,000+ readers







## Lead generation opportunities

Drive engaged, qualified leads from *i Advance Senior Care* to your sales team. Our content syndication and lead generation programs are designed to showcase your company's thought leadership, and give you both sales prospects and intelligence to add to your CRM.

### WHITE PAPERS

Designed to boost exposure of your thought leadership piece and drive leads from all of *i Advance Senior Care*'s media vehicles, our White Paper Excerpt program reaches readers – your potential leads – in print and digital. A white paper excerpt program with *i Advance Senior Care* gives your company the legitimacy of a print advertorial while making sure your sales team has the lead pipeline it needs.

### EBOOKS

*i Advance Senior Care*'s eBook program is our quickest-to-market tool for showcasing your company's commitment to educating the marketplace – and perhaps more importantly, driving quality leads to your sales team.



Our seasoned marketing team will design a multi-channel program to deliver your sales team the leads they need!



## Virtual Events: Webinars

*I Advance Senior Care's* Webinars increase awareness and interest in your services while our dedicated team builds attendance and manages every detail surrounding the event. No matter what your marketing goals are, *I Advance Senior Care* has the webinar program for you!

### NEW IN 2017!

#### I ADVANCE SENIOR CARE MONTHLY WEBINARS

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

Created by our programming team, the 2017 *I Advance Senior Care* Webinar Series features:

- **January:** Activities Programming to Combat Seasonal Depression
- **February:** CMS Final Rule Legal Implications
- **March:** Medication Management for Memory Care
- **April:** Data Analytics and Business Intelligence for Long-Term Care
- **May:** End-of-Life Care: Education and Documentation (POLST/MOLST)
- **June:** Workplace Safety and OSHA Regulations
- **July:** Skin Care, Protection, Sores
- **August:** Staffing for Memory Care
- **September:** Non-Pharmaceutical Approaches for Memory Care
- **October:** Infection Control
- **November:** Financing and Memory Care
- **December:** CMS Update for 2018: What's Coming Up

#### CUSTOM WEBINARS

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.

- **Sponsored Webinar**— already have content or speakers? The sponsored webinar is ideal for those that want to deliver their message and capture leads from a targeted, qualified audience.
- **Sponsored Webinar + Content Creation**— don't have content or speakers? Don't worry, our team will create content around a hot topic of your choice, recruit expert speakers and execute the webinar while positioning your brand as the expert.
- **OnDemand Webinar** — want to reach executives on their time? OnDemand webinars allow executives to access your content when they want it and when they need it.

83%  
of our audience prefers  
Webinars and White  
Papers for receiving  
professional information



## Memory Care Forum

Face-to-face events help you engage your key prospects, establish and nurture relationships, strengthen your brand equity, conduct market research, and demonstrate your dedication to the senior care community.

### SPRING & FALL MEMORY CARE FORUM

The Memory Care Forums are focused, intensive, two-day events designed to equip and empower business and clinical professionals with the latest innovations, research, and best practices they need to care for residents with impaired cognitive function, Alzheimer's, and other types of dementia.

Numerous opportunities are available to meet a variety of marketing and lead generation needs, including:

- Tabletop exhibits
- Speaking opportunities
- Branding sponsorships (badge, lanyard, bag, etc.)
- Networking meals



In 2017, Memory Care Forums executives and memory care professionals will gather:

**Spring Memory Care Forum**  
**Philadelphia, PA**  
**May 22-23, 2017**

**Fall Memory Care Forum**  
**San Diego, CA**  
**September 14-15, 2017**



## Custom content opportunities

*I Advance Senior Care* is a custom content creator and can be an extension of your marketing team. Our custom media team brings a wealth of experience in lead nurturing, content marketing, brand development, and other marketing skills to help you achieve your goals.

### ADVERTORIAL

When your organization needs to convey more information than it can in a display ad, an advertorial produced with *I Advance Senior Care* is the way to do it. Written by our writer with your subject matter expert or client as our source, an advertorial showcases your thought leadership and understanding of the needs of the senior care industry, and increases awareness of your products and services.

### BRAND INTEGRATION PROGRAM

The *I Advance Senior Care* brand integration program is a turnkey opportunity designed to highlight your company's successes and distinguish your message from your competition. This integrated, multi-media program provides you with 100% share of voice (SOV) and champions your organization's (or your client's) most senior executives as leaders in the industry.

### ONLINE RESEARCH

Need data to prove your marketing case or create a content asset? *I Advance Senior Care*'s Online Research program can provide you with the data points you need. The *I Advance Senior Care* team has the expertise and experience to work with your company on a brand awareness survey or one that garners insight on a topic of importance to the senior care community.

### VIDEO ADVERTORIAL

As online video continues to be an increasingly effective way of conveying information your company can't afford to be left behind. Luckily, *I Advance Senior Care* has the technical expertise and economies of scale to help you create a meaningful, content-rich, cost-effective video asset.





## Let us help you with your marketing needs

Our experienced sales/marketing team will work with you to create the media package your company needs. For more information, please contact:



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