

caringnow

Alberta Continuing Care Association
Magazine

Dear Advertiser,

Welcome to *Caring Now*, the official publication of the Alberta Continuing Care Association (ACCA). The association is a voluntary, non-profit organization representing owners and operators of continuing care (long-term care and designated supportive living) facilities and home care and support organizations throughout the province.

We have created the publication to meet the communications needs of Alberta's aging population—particularly those in care or approaching a time of their lives when they may require care.

The publication is information oriented with articles that inform care providers as well as persons in care about issues related to aging and care facilities.

Caring Now is published in March, June, and October of each year. It is distributed free of charge to a wide range of persons involved with seniors' care. Copies are sent to care-facility operators in Alberta, to management and staff in those facilities and are available to residents, family members and caregivers. In addition, the publication is sent to primary care physicians, geriatric specialists and other medical professionals who deal with aging Albertans. It is also sent to policy makers and administrators in the federal, provincial and municipal governments as well as to agencies providing advice or assistance to the elderly.

We welcome your submission of articles or news releases that may be of interest to *Caring Now's* readership. Articles should be 500 to 1000 words in length or as arranged with the editor. If you have any questions about submission of articles contact the editor, Brian Stecyk at 780-451-5670 ext. 227 or bstecyk@rcadvertising.ca. Articles will be used at the discretion of the editor and the Alberta Continuing Care Association.

Advertising rates and specifications are outlined in the following pages.

Thank you for your support of *Caring Now*. It is greatly appreciated.

Sincerely,



Carla Gregor
President
Alberta Continuing Care Association



reach

- Over 4,000 family physicians and geriatric specialists
- Over 1,000 care facility operators and staff
- Home-care operators
- Alberta Health Services
- Federal, provincial and municipal governments and agencies
- Over 5,000 care facility residents
- Public readership estimated minimum 25,000
- Distribution is 15,000 per issue in Alberta

Contact Info

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& Public Relations

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Fax: 780.452.2890

Publisher/Editor

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Graphic Designer

Leslie Irvine

Email: leslieirvine@rcadvertising.ca

Article Submission

- Articles of interest to *Caring Now* readership
- 500–1000 words in length
- Articles independent of ads
- Articles cannot focus on an individual company, its services or products
- ACCA reserves the right to select articles for publication



Publisher's Profile

Caring Now is published on behalf of the Alberta Continuing Care Association three times per year, Spring, Summer, and Fall, by Edmonton-based Rose Country Advertising & Public Relations, a marketing and communication company that has been in business for over 30 years.

Special Advertising

Special communications and advertising opportunities exist. Some advertisers may request a four-page centre-spread supplement to provide extensive information about their products or services. Talk to our advertising sales staff if you are interested.

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Advertising Space Contract

Account Rep: _____

Company:	
Contact:	
Mailing Address:	
City/Province/PC:	
Phone:	Fax:
Email:	

1 Occasion 2 Occasions 3 Occasions

Description	Cost	Cost	Cost
Ad Size:			
Ad Cost:			
Artwork Fee*:			
P.O. No.			
Sub Total:			
G.S.T. (5%):			
Total:			

*Artwork will be charged \$31.25 per quarter hour. Minimum of \$62.50.

PLEASE SIGN AND FAX BACK TO: **780.452.2890**

I have read and agree to all the terms of the rate sheet and this contract as they apply to my company.

Print Name: _____

Signature: _____

I have authority to bind the above named company to this contract.

Title: _____ Date: _____

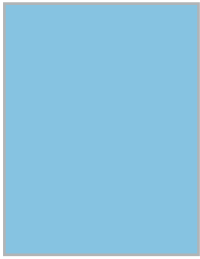
Published by:

rose country advertising & public relations

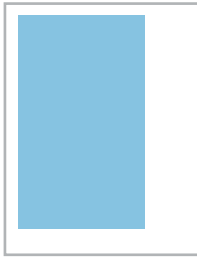
11904-113 Avenue NW
Edmonton, Alberta T5G 3C2
T: 780.451.5670
F: 780.452.2890
caringnow@rcadvertising.ca

Terms

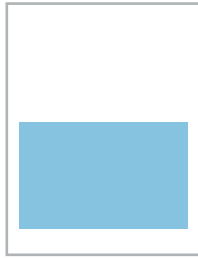
Advertiser indemnifies Rose Country Advertising & Public Relations against losses or liabilities arising from their advertising. Rose Country assumes no liability, except to the extent of a one-time free advertisement of the same specification in the next or similar publication if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. A fee of 2% per month compounded will be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$25.00 will be levied for returned cheques. I also give unqualified consent to our ad(s) appearing in an online version of this publication.



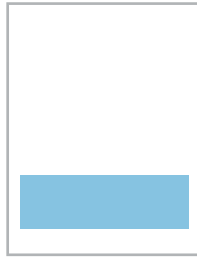
Full Page
8.75" x 11.25"



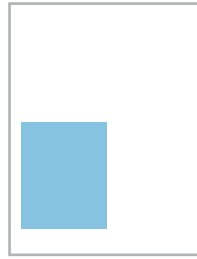
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5.125" x 9.875"



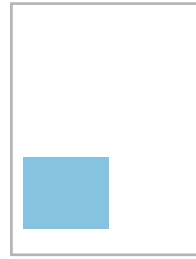
1/2 Page
7.75" x 4.75"



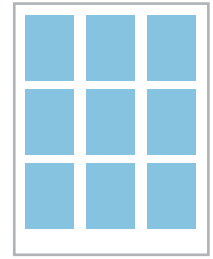
1/3 Page
8.75" x 2.875"



1/4 Page
3.80" x 2.45"



1/6 Page
3.80" x 3.30"



Product News
2.5" x 3.25"

Ad Size	1 Insertion (Cost per ad)	2 Insertions (Cost per ad)	3 Insertions (Cost per ad)
Full Page Bleed	\$ 2,900.00	\$ 2,610.00	\$ 2465.00
2/3 Page No Bleed	\$ 2,350.00	\$ 2,275.00	\$ 2000.00
1/2 Page No Bleed	\$ 1,575.00	\$ 1,500.00	\$ 1350.00
1/3 Page No Bleed	\$ 975.00	\$ 900.00	\$ 825.00
1/4 Page	\$ 750.00	\$ 695.00	\$ 650.00
1/6 Page	\$ 495.00	\$ 465.00	\$ 435.00
Product News (1/9 page)	\$ 335.00	\$ 315.00	\$ 295.00
Inside Covers	\$ 4,750.00	\$ 4,275.00	N/A
Outside Back Cover	\$ 5,000.00	N/A	N/A

Product News - Advertising Opportunity

Caring Now has allocated a special section of its publication to provide its readership with information on the latest products being offered to the assisted living, continuing care and home care professional. Companies interested in having their product(s) included in this section are asked to provide a high quality colour photo of the product(s), a maximum of 20 words describing the product(s), telephone number and website.

Mechanicals

Electronic Material

Electronic files should arrive in print-ready Acrobat PDF format (5.0 compatible). When saving a file in PDF format, please embed ALL fonts and limit photo resolution to 300 dpi. Colours ads must have CMYK colour applied to all elements, RGB images are not acceptable. File can be sent electronically by e-mail to leslieirvine@rcadvertising.ca

Colour Guidance

An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be responsible for unsatisfactory colour reproduction.

Please Note

We DO NOT ACCEPT ads in Microsoft Publisher format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required. Ad approval will be faxed to confirm everything is correct.

Fine Line Work and Lettering

Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not small than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

Contact

Graphic Designer: Leslie Irvine

Email: leslieirvine@rcadvertising.ca

11904 - 113 Avenue NW Edmonton, AB T5G 3C2

Ph: 587.986.2807 | **Fax:** 780.452.2890

Account Representative: Kelley Johnston

Email: caringnow@telus.net

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Ph: 780.454.5999 | **Fax:** 780.452.2890