



Make an Impact in the OHCA Annual Buyers Guide & Directory

For the 2nd year, OHCA is pleased to be working with LLM Publications, Inc. who is our partner in producing the annual OHCA *Buyer's Guide & Directory*.

The OHCA *Buyer's Guide & Directory* offers businesses an exceptional opportunity to target decision makers at senior care communities throughout Oregon. With production of the 2010 edition underway, now is the time to reserve advertising space and emphasize what makes your company unique.

Consistent with past years, you can choose to get advertising which is included through two of OHCA's sponsorship packages (Platinum and Gold). Again this year you can choose to enhance your ad with color! Register for a Platinum or Gold Sponsorship Package before January 15th in order to take advantage of the advertising benefit.

If a sponsorship package isn't the right fit for your business, LLM Publications will also be coordinating individual ad sales. Also new for 2010, you can maximize your visibility through an enhanced business partner section that highlights products and services provided by members. To reserve your individual advertising today, please contact Joe Madigan at LLM at (503) 445-2229 or joseph@llm.com.

Delivery of the *Directory and Buyer's Guide* is scheduled for May 2010. Thank you in advance for your support.



LLM has 20 years of experience working closely with associations to provide high-quality publications for their members. Many OHCA members will know LLM through their work with the Oregon Medical Association, the Washington State Medical Association, and the CHOICE Directory for Seniors in Oregon and Southwest Washington. To find out more about LLM, please visit their website www.llm.com.

Display Advertising Rates & Specifications

2010 Directory & Buyer's Guide

The annual OHCA Directory includes a comprehensive list of senior care providers, in addition to a Buyer's Guide section devoted to products and professional services. Advertisers in the Directory enjoy the publication's unique ability to reach decision-makers in the industry.



PUBLICATION SPECS

Trim Size: 5.5" x 8.5"

Circulation: 1,250

Binding: Spiral-bound

Published: Spring, 2010

AD DEADLINE

February 22, 2010

POSITIONS AVAILABLE

Advertising throughout directory	Color 4-color or b/w	Member		Non-Member	
		2-years payable each year	1-year	2-years payable each year	1-year
Full page	4c	\$ 925	\$ 975	\$ 1600	\$ 1700
Full page	b/w	\$ 675	\$ 725	\$ 1350	\$ 1450
1/2 page	4c	\$ 700	\$ 745	\$ 1175	\$ 1265
1/2 page	b/w	\$ 475	\$ 520	\$ 950	\$ 1040
1/4 page	b/w	\$ 350	\$ 380	\$ 700	\$ 760

Advertising in the Products & Services section. Members only.		2-years payable each year	1-year
Full page	b/w	\$ 745	\$ 795
1/2 page	b/w	\$ 525	\$ 575
1/4 page	b/w	\$ 395	\$ 435

- Additional ads may be purchased for 50% of the published price.
- Guaranteed placements are subject to a 15% premium.
- Ads in the Products & Services section will be placed near their OHCA Business Category heading.

PLATINUM SPONSORS receive a b/w tab.

- Upgrades available:**
- 4-color Outside Back Cover – \$1050
 - 4 color Inside Cover – \$950
 - 4 color Tab – \$750

GOLD SPONSORS receive a full page b/w ad

- Upgrades available:**
- 4-color Tab – \$750 (if available – first right to Platinum Sponsor)
 - 4-color full page ad (inside page) – \$500

HOW DO I SEND MY AD?

Email ads as a **tif** or **pdf** file to: ads@llm.com

Or send: **on CD** • ftp upload: llm.com/upload.html

- Name files clearly, indicating your company name and publication. For example OHCA_09_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site. Email ads@llm.com for details.
- Email us for more detailed specifications.

Need us to help create an ad for you? Need help making a PDF file? LLM can help! Contact your sales rep or email ads@llm.com.

Questions? Contact your sales rep or email ads@llm.com.

TO ADVERTISE

Please contact:

JOE MADIGAN

503-445-2229

joseph@llm.com

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PUBLICATIONS[®] LLM Publications, Inc.
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Covers*
Full Tabs*
Full page
4.5" x 7.75"

*Covers and tabs may bleed.
Trim: 5.5 x 8.5
Bleed: 1/8": 5.75 x 8.75
Live area: 5 x 8
If a bleed is intended,
indicate with crop marks.

1/2 Horiz.
4.5 x 3.5

1/4 Vert.
2.125 x 3.5

1/4 Horiz.
4.5 x 1.75