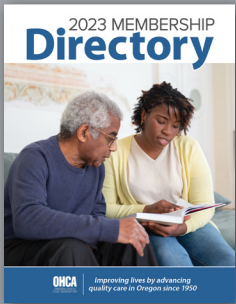


OHCA 2024 Directory & Buyer's Guide



About the Directory

The annual OHCA Directory includes a comprehensive list of member 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.

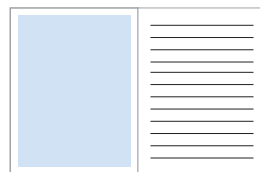
Advertising Rates

		Member		Non-Member	
		1x	2x	1x	2x
Back Cover*	full color	\$ 2,950	\$ 2,510	\$ 5,370	\$ 4,570
Inside Covers*	full color	\$ 2,580	\$ 2,190	\$ 4,680	\$ 3,980
Full Tab*	full color	\$ 2,280	\$ 1,940	\$ 4,140	\$ 3,520
Half Tab	full color	\$ 1,710	\$ 1,460	\$ 3,110	\$ 2,640
Full Page*	full color	\$ 1,710	\$ 1,460	\$ 3,100	\$ 2,630
Full Page*	black & white	\$ 1,240	\$ 1,050	\$ 2,240	\$ 1,900
1/2 Page	black & white	\$ 920	\$ 770	\$ 1,650	\$ 1,410
1/3 Page	black & white	\$ 690	\$ 580	\$ 1,240	\$ 1,050
1/6 Page	black & white	\$ 490	\$ 410	\$ 870	\$ 750

***Ad sizes that can have bleeds. Set bleeds to 0.125".**

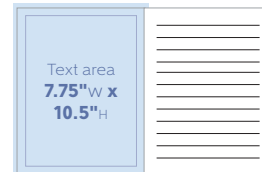
- All rates are net.
- Guaranteed placements are subject to a 15% premium.
- Ads in the Buyer's Guide section will be placed near their OHCA Business Category heading.
- Advertisers with an ad placement of 1/3 page or larger receive a complimentary directory.

Inside Covers, Tabs & Full Pages



7.5"W x 10"H

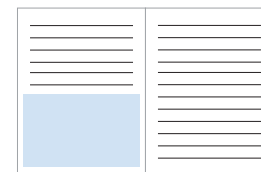
Inside Covers, Tabs & Full Pages with Bleed



8.75"W x 11.25"H

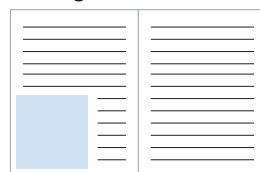
Bleed: 0.125"
(8.5"W x 11"H trim size)

1/2 Page



7.5"W x 4.75"H

1/3 Page



4.9375"W x 4.75"H

1/6 Page



2.375"W x 4.75"H
4.9375"W x 2.25"H

Join OHCA to get member pricing in the 2024 Directory & Buyer's Guide.

Business partner membership fees are just \$400/year.

Join today at www.OHCA.com

Ad Material

Upload files at www.llmpubs.com or email pdf to ads@llmpubs.com

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad? Free ad design (with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.

Deadline

October 27, 2023
(Tentative Date)

Specifications

Ink **Color & B/W**

Trim Size **8.5" x 11"**

Binding **Perfect Bound**

Published **Jan. 2024**

Circulation **2,000**

Art Requirements

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (.125") bleed settings. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

For more information, please contact:

RONNIE JACKO

503-445-2234

ronnie@llmpubs.com