

The Oregon Caregiver Bi-Annual Magazine

About the Magazine

The Oregon Caregiver, the premier bi-annual magazine publication of the Oregon Health Care Association, is an excellent news source for leaders in the local health care industry. With a comprehensive outline of editorial topics, ranging from news pieces to human interest pieces—as well as editorial regarding state legislation—we are proud to offer a new go-to resource for those in the industry that need to be in the know! Don't miss out on this opportunity to brand yourself to 2,000 leaders, executives and key decision makers in Oregon's health care community.

Advertising Rates

	Member		Non-Member	
	1x	2x	1x	2x
Back Cover*	\$ 2,240	\$ 1,900	\$ 3,200	\$ 2,720
Inside Covers*	\$ 1,860	\$ 1,580	\$ 2,660	\$ 2,260
Full Page*	\$ 1,750	\$ 1,490	\$ 2,490	\$ 2,120
1/2 Page	\$ 1,220	\$ 1,020	\$ 1,730	\$ 1,460
1/3 Page	\$ 780	\$ 670	\$ 1,120	\$ 970
1/6 Page	\$ 550	\$ 470	\$ 780	\$ 660

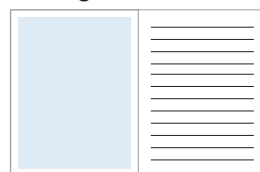
Hyperlink your ad in the digital magazine—\$80 per issue

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

- Guaranteed placements (other than covers) are subject to a 15% premium.
- All rates are net.

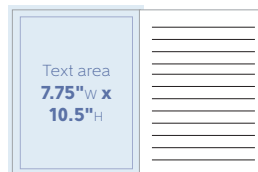
Join OHCA to get member pricing in the bi-annual magazine and 2023 Directory & Buyer's Guide. Business partner membership fees are just \$400/year. Join today at www.OHCA.com

Inside Covers & Full Pages



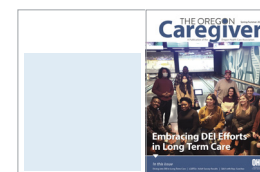
7.5"W x 10"H

Inside Covers & Full Pages with Bleed



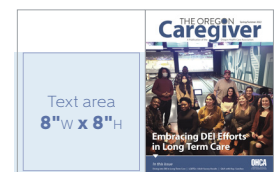
8.75"W x 11.25"H
Bleed: 0.125"
(8.5"W x 11"H trim size)

Back Cover



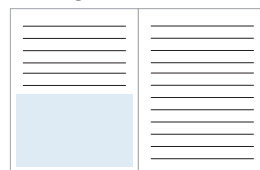
7.5"W x 7.5"H

Back Cover with Bleed



8.75"W x 8.625"H
Bleed: 0.125"
(8.5"W x 8.5"H trim size)

1/2 Page



7.5"W x 4.75"H

1/3 Page



4.9375"W x 4.75"H
2.375"W x 9.625"H

1/6 Page



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

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.



Deadlines

Spr/Sum '23 **Apr 27**

Fall/Win '23 **Oct 19**

Specifications

Ink **Full Color**

Trim Size **8.5" x 11"**

Binding **Saddle Stitch**

Published **Bi-Annually**

Circulation **2,000 printed**
3,500 emailed

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