

2018

## SPONSOR PACKAGES

*LeadingAge*<sup>®</sup>  
New York

*Your access to an engaged, invested audience.*

# 2018

**LeadingAge® New York** is a highly respected trade association representing the full continuum of non-profit providers of long term care, services and housing for seniors and others with special needs. Serving as a voice for the members within the State of New York, the association delivers vital information, technical assistance, data analysis and education to members and the larger field. It also brings people together to foster creativity and innovation.

Partnering with LeadingAge New York is the best tool for positioning your brand within the long term care sector in New York! Knowledgeable staff at LeadingAge New York will work with your company to assess your products and services as well as marketing goals, and then suggest platforms within association offerings that will help maximize your return on investment, position your organization as a content expert and promote your brand.

*Whether at our key industry events or in news publications, your brand is represented. Talk to us about sponsorship opportunities that get you in front of your target audience.*

***“Sodexo has realized many benefits from its long relationship with LeadingAge New York and its members. As a 20+ year premier sponsor with a significant New York client base, we have enjoyed numerous speaking opportunities to share best practices and industry insights; and member communities benefit from access to Sodexo White Papers and case studies.”***

— Daniel P. Lucey, business development executive  
Sodexo

# 2018

# PREMIER BUSINESS PARTNER PROGRAMS

LeadingAge®  
New York

Packages below are examples. Call today to create a package tailored to your needs.

## TITANIUM \$25,000

- Exclusive reception for sponsor and their prospects;
- Representative from association executive staff will accompany on choice sales visits;
- Golf cart sponsorship and four (4) golf registrations;
- Company video on member services webpage;
- Exhibit space and sponsorship for three (3) conferences;
- Full-page ad for three (3) conference programs;
- Banner ad on Annual Conference & Exposition app;
- Two (2) cabinet meeting presentations (10 mins);
- Full-page ad in *Adviser* (2 issues);
- Full-page advertorial in *Adviser* (1,000 words/2 issues);
- Premiere logo placement on LeadingAge New York website;
- Logo/link in Intelligence (1 year);
- Associate Plus membership.

## PLATINUM \$15,000

- Keynote sponsor at Annual Conference & Exposition;
- Reception sponsor at Nursing & Social Work Professionals Conference & Expo;
- Two (2) Cabinet Meeting presentations (10 mins);
- :15 second video on Board/Cabinet portal;
- Banner ad in mobile app;
- Full-Page ad in *Adviser* (2 issues);
- Golf prizes sponsorship and four (4) tickets to Annual Conference & Exposition Reception;
- Associate Plus membership.

## GOLD \$10,000

- Lunch sponsor at Annual Conference & Exposition;
- CCRC Summit Lunch sponsor;
- Full-page advertorial in *Adviser* (1,000 words/2 issues);
- Association website rotational video (1 year);
- Breakfast sponsor at Financial Professionals Conference;
- Four (4) tickets Annual Conference & Exposition Reception;
- Associate Plus membership.

## SILVER \$7,500

- Golf cart sponsorship and four (4) golf registrations at Annual Golf Tournament;
- One (1) Cabinet Meeting presentation (10 mins);
- Half-page ad in *Adviser* (2 issues);
- Logo/link in Intelligence;
- Associate Plus membership.

Do you have great ideas for reaching attendees? To discuss custom sponsorship packages contact Kristen Myers at [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org) today!

# 2018

# CONFERENCE PACKAGE

LeadingAge®  
New York

## Housing Professionals Conference

**Date:** April 10 - 12, 2018

**Location:** Marriott Syracuse Downtown, Syracuse

**Who Attends:** Decision-makers including directors of senior housing, housing managers and service coordinators.

### **Featured/Plenary Speaker: \$1,500**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Recognition in conference program;
- Attendee list;
- Company two-minute sponsor segment at plenary session;
- Table-top exhibit display space;
- Two (2) tickets for company employees to attend conference lunch.

### **Breakfast: \$1,000**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage during Breakfast;
- Attendee list;
- Company one-minute sponsor segment during the conference;
- Table-top exhibit display space;
- Two (2) tickets for company employees to attend conference lunch.

### **Lunch: \$1,000**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage during Lunch;
- Attendee list;
- Company one-minute sponsor segment during the conference;
- Table-top exhibit display space;
- Two (2) tickets for company employees to attend conference lunch.

### **Pre-Conference Intensive: \$500**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage during Pre-Conference session.

### **Session: \$500**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage near sponsored session;

### **Break: \$500**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage near Break location.

### **Conference Tote Bag: \$500 (plus cost of bags)**

- Logo on conference bag given to each attendee.

### **Conference App Banner Ad: \$400**

- Banner ad that cycles across the bottom of the app.

### **Promotional Advertising: \$250**

- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)

### **Conference App Enhanced Description: \$50**

- Provide details about your company and use your web link to direct attendees to your website.

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# 2018

# CONFERENCE PACKAGE

LeadingAge®  
New York

## Annual Conference & Exposition

**Date:** May 22 - 24, 2018

**Location:** The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs

**Who Attends:** CEOs, administrators, executive directors and other decision-makers from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based service providers, health care specialists, continuing care retirement communities and consultants.

### **Basic Package: \$1,000**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Recognition in conference program;
- Attendee list.

### **Opening Reception: \$7,500 (exclusive)**

*Basic Package* plus:

- Upgraded enhanced company description on conference app;
- Two-minute sponsor segment at a session;
- :30 second video on conference webpage;
- Banner ad on conference app;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program;
- Full-page ad in one (1) issue of *Adviser*.

### **Keynote: \$5,000 (exclusive)**

*Basic Package* plus:

- Two-minute sponsor segment at Keynote address;
- :15 second video on conference webpage;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

### **Reception for Outgoing Chair**

#### **Andy Cruikshank, Ft. Hudson Health System: \$5,000 (exclusive)**

*Basic Package* plus:

- Two-minute sponsor segment at Chair's Reception;
- :15 second video on conference webpage;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

### **Full-Day Pre-Conference Plus Lunch:**

**\$4,000**

*Basic Package* plus:

- Two-minute sponsor segment at session;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program;
- Two (2) attendees at Pre-Conference Lunch.

### **Half-Day Pre-Conference Intensive:**

**\$3,500**

*Basic Package* plus:

- One-minute sponsor segment at session;
- Exhibit space in Exposition Hall;
- Half-page ad in conference program.

### **Lunch: \$3,500**

*Basic Package* plus:

- One-minute sponsor segment at a session;
- Exhibit space in Exposition Hall;
- Half-page ad in conference program.

### **Kosher Meals: \$3,500**

*Basic Package* plus:

- One-minute sponsor segment at a session;
- Exhibit space in Exposition Hall;
- Half-page ad in conference program.

### **Conference Application (app): \$2,500 (exclusive)**

*Basic Package* plus:

- Banner ad on app;
- Upgraded enhanced description on conference app;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

(continued)

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# 2018

# CONFERENCE PACKAGE

LeadingAge®  
New York

## Annual Conference & Exposition (continued)

**Date:** May 22 - 24, 2018

**Location:** The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs

**Who Attends:** CEOs, administrators, executive directors and other decision-makers from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based service providers, health care specialists, continuing care retirement communities and consultants.

**Breakfast: \$2,000**

*Basic Package* plus:

- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

**Break: \$1,500**

*Basic Package* plus:

- Upgraded enhanced description on conference app;
- Full-page ad in conference program.

**Session: \$1,000**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage near sponsored session;
- Introduce session speaker(s).

**Conference Tote Bag: \$750**

*(plus cost of bags)*

- Logo on conference bag given to each attendee.

**Conference App Banner Ad: \$1,000**

- Banner ad that cycles across the bottom of the app.

**Promotional Advertising: \$300**

- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)

**Conference App Enhanced Description: \$100**

- Provide details about your company and use your web link to direct attendees to your website.

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# 2018

# SUMMIT PACKAGE

LeadingAge®  
New York

## Human Resources (HR) Summit

**Date:** TBA, 2018

**Location:** Capital District, New York City and Western New York

**Who Attends:** Professionals working in employment, recruitment and placement; labor relations specialists; human resources consultants; training and development managers; compensation and benefits managers; human resources managers and directors and other HR specialists.

### **Basic Package: \$500**

- Logo recognition in event promotions;
- Logo/link on event webpage;
- Onsite signage during event;
- Promotional material placement in attendee packets (May include flyers, brochures, note pads, pens or other items);
- Attendee list.

### **Breakfast/Lunch: \$1,000**

*Basic Package* plus:

- Free attendance for two (2) employees;
- Named sponsorship of Breakfast/Lunch;
- Table-top exhibit.

### **Speaker Sponsor: \$750**

- Logo recognition in event promotions;
- Logo/link on event webpage;
- Onsite signage at session;
- Free attendance for one (1) employee;
- Introduce speaker.

### **Promotional Advertising: \$300**

- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)

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# 2018

# SUMMIT PACKAGE

LeadingAge®  
New York

## CCRC SUMMIT

**Date:** June 21-22, 2018

**Location:** Good Shepherd Villiage at Endwell

**Who Attends:** Leadership from within Continuing Care Retirement Communities (CCRCs) and Lifecare Communities.

### **Basic Package: \$500**

- Logo recognition in event promotions;
- Logo/link on Summit webpage;
- Onsite signage during event;
- Attendee list;
- Free attendance for one (1) employee.

### **Buffet/Breakfast: \$2,000**

*Basic Package* plus:

- Branding collateral in attendee packets or at event;
- Free attendance for two (2) employees total at Summit;
- Personal acknowledgment of your sponsorship during the Lunch (day one) and Breakfast (day two.)

### **Dinner: \$2,000**

*Basic Package* plus:

- Free attendance for two (2) employees total at Summit;
- Two-minute sponsor segment at Dinner.

### **Lunch Day Two: \$1,500**

*Basic Package* plus:

- Free attendance for two (2) employees total at Summit;
- Personal acknowledgment of sponsorship at Lunch.

### **Break: \$1,000**

*Basic Package* plus:

- Free attendance for two (2) employees total at Summit;
- Named sponsorship of Break.

### **Session: \$750**

*Basic Package* plus:

- Named sponsorship of session.

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# 2018

# SUMMIT PACKAGE

LeadingAge®  
New York

## Retirement Communities Summit

**Date:** Fall, 2018

**Location:** TBA

**Who Attends:** Leaders of non-profit, market-rate retirement communities throughout New York State including their board members, CEOs, executive directors, directors, and other interested parties.

### **Basic Package: \$500**

- Logo recognition in event promotions;
- Logo/link on event webpage;
- Onsite signage during event;
- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)
- Free attendance for one (1) employee at Summit;
- Attendee list.

### **Dinner Sponsor: \$2,000**

*Basic Package* plus:

- Free attendance for two (2) employees total at Summit;
- Personal acknowledgment of sponsorship at cocktail party;
- Two-minute speaking opportunity at dinner.

### **Cocktail Party: \$1,500**

*Basic Package* plus:

- Free attendance for two (2) employees total at Summit;
- Personal acknowledgment of sponsorship at Cocktail Party.

### **Breakfast/Lunches: \$1,000**

*Basic Package* plus:

- Free attendance for two (2) employees total at Summit;
- Signage at Breakfast and Lunches.

### **Session: \$750**

- Logo recognition in event promotions;
- Logo/link on event webpage;
- Onsite signage at session;
- Free attendance for one (1) employee at Summit;
- Introduce session speaker.

Do you have great ideas for reaching attendees? To discuss custom sponsorship packages contact Kristen Myers at [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org) today!

# 2018

# CONFERENCE PACKAGE

LeadingAge®  
New York

## Financial Professionals Annual Conference

**Date:** August 28-30, 2018      **Location:** The Albany Marriott, Albany

**Who Attends:** Chief financial officers, directors of finance, CEOs, administrators, executive directors and other top decision-makers from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based services providers, health care specialists and consultants.

### **Basic Package: \$1,000**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Recognition in conference program;
- Attendee list.

### **Kosher Meals: \$2,500**

*Basic Package plus:*

- Two-minute sponsor segment at a session;
- Table-top exhibit space;
- Full-page ad in conference program.

### **Reception: \$2,500**

*Basic Package plus:*

- Two-minute sponsor segment at a session;
- Table-top exhibit space;
- Full-page ad in conference program.

### **Breakfast: \$1,500**

*Basic Package plus:*

- Table-top exhibit space.

### **Lunch: \$1,500**

*Basic Package plus:*

- Table-top exhibit space.

### **Pre-Conference Intensive: \$1,200**

*Basic Package plus:*

- Half-page ad in conference program.

### **Session: \$750**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage near sponsored session.

### **Refreshment Break: \$750**

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage near Break.

### **Conference Tote Bag: \$500**

*(plus cost of bags)*

- Logo on conference bag given to each attendee.

### **Conference App Banner Ad: \$400**

- Banner ad that cycles across the bottom of the app.

### **Promotional Advertising: \$300**

- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)

### **Conference App Enhanced Description: \$100**

- Provide details about your company and use your web link to direct attendees to your website.

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# 2018

# CONFERENCE PACKAGE

LeadingAge®  
New York

## Recreation & Activity Professionals Conference

**Date:** November 6-7, 2018     **Location:** Albany Marriott, Albany

**Who Attends:** Therapeutic recreational specialists, directors of activity, leisure time specialists, program directors, therapeutic recreational and activity staff members and other professionals who work in nursing facilities, assisted living, adult day health care, senior centers or settings which offer activities and recreational programs.

### Reception: \$1,500

- Two-minute sponsor segment during conference;
- Conference app banner ad;
- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Onsite signage during event;
- Attendee list;
- Space to display products and services;
- Two (2) tickets to Reception.

### Breakfast: \$1,000

- Free attendance for two (2) employees;
- Named sponsorship of Breakfast;
- Signage near Breakfast;
- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Onsite signage during event;
- Space to display products and services;
- Attendee list.

### Lunch: \$1,000

- Free attendance for two (2) employees;
- Named sponsorship of Lunch;
- Signage near Lunch;
- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Onsite signage during event;
- Space to display products and services;
- Attendee list.

### Session Sponsor: \$750

- Logo recognition in event promotions;
- Logo/link on event webpage;
- Signage at sponsored session;
- Free attendance at session for one (1) employee;
- Introduce speaker.

### Break: \$500

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage near Break location.

### Conference Tote Bag: \$500

*(plus cost of bags)*

- Logo on conference bag given to each attendee.

### Conference App Banner Ad: \$400

- Banner ad that cycles across the bottom of the app.

### Promotional Advertising: \$250

- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)

### Conference App Enhanced Description: \$50

- Provide details about your company and use your web link to direct attendees to your website.

**Space to Display Products and Services \$249**

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# 2018

# CONFERENCE PACKAGE

LeadingAge®  
New York

## Nursing & Social Work Professionals Conference & Expo

**Date:** November, 7-9, 2018    **Location:** Albany Marriott, Albany

**Who Attends:** Nursing, clinical and social work professionals in long term care.

### **Basic Package: \$1,000**

- Logo recognition in conference promotions;
- Logo/link on conference webpage and app;
- Recognition in conference program;
- Attendee list.

### **Reception: \$2,500**

*Basic Package plus:*

- Two-minute sponsor segment at event;
- Exhibit space in Exposition Area;
- Full-page ad in conference program;
- Four (4) tickets to Reception.

### **Keynote Address: \$2,500**

*Basic Package plus:*

- Two-minute sponsor segment at Keynote;
- Exhibit space in Exposition Area;
- Full-page ad in conference program;
- Four (4) tickets to Reception.

### **Lunch: \$1,500**

*Basic Package plus:*

- Exhibit space in Exposition Area.

### **Breakfast: \$1,500**

*Basic Package plus:*

- Exhibit space in Exposition Area.

### **Pre-Conference Intensive (half day): \$1,000**

- Logo recognition in conference promotions;
- Logo/link on conference webpage and app;
- Onsite signage during event;
- Branding collateral in attendee packets or at Pre-Conference.

### **Session: \$750**

- Logo recognition in event promotions;
- Logo/link on conference webpage and app;
- Signage near sponsored session.

### **Refreshment Break: \$750**

- Logo recognition in event promotions;
- Logo/link on conference webpage and app;
- Onsite signage near Refreshment Break location.

### **Conference Tote Bag: \$500**

*(plus cost of bags)*

- Logo on conference bag given to each attendee.

### **Conference App Banner Ad: \$400**

- Banner ad that cycles across the bottom of the app.

### **Promotional Advertising: \$300**

- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)

### **Conference App Enhanced Description: \$100**

- Provide details about your company and use your web link to direct attendees to your website.

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# 2018

# SPECIALTY PROGRAMS

LeadingAge®  
New York

## Regional Council Meetings (each): \$1,000

- Logo recognition in Council Meeting promotions;
- Two-minute company introduction at one (1) Council Meeting and attendance for one (1) person;
- Onsite signage during event;
- Branding collateral in attendee packets or at event.

## Cabinet Meetings (each)

### Basic Package: \$1,000

- Logo recognition in Cabinet Meeting online promotions;
- Logo/link on Cabinet Meeting portal;
- Onsite signage during Cabinet Meeting;
- Branding collateral in attendee packets or at event.

### Plus Package: \$2,000

#### Basic Package plus:

- Ten-minute educational presentation to position as content expert.

## Traveling Art Show

### Basic Package: \$1,000

- Logo recognition in event promotions;
- Logo/link on member page of LeadingAge New York website;
- Logo on Art Show display panels;
- Logo/link on the Virtual Art Show Facebook page.

### Plus Package: \$2,500

#### Basic Package plus:

- Advertisement and advertorial in Art Show brochure;
- Two- to three-minute speaking segment at show location(s) across the state 2-3 times during the year.

## Three (3) Boards/Cabinets Board Portal

### Monthly: \$1,000

- Logo and company web link on Board Portal website;
- Logo and company web link at LeadingAge New York's website;
- List of board members from three (3) boards.

### Full Year: \$3,000

#### Monthly Package plus:

- Ten-minute educational presentation (one (1) board meeting);
- Full-page ad in LeadingAge New York *Adviser*;
- 1,000-word advertorial in *Adviser*;
- :15 second commercial in Board Portal.

## Conference Tote Bag for 2018 Conferences and Events: \$2,000 (plus cost of bags)

- Logo on conference bag given to each attendee at five (5) major conferences and other various in-person events throughout the year;
- Attendance and ten-minute presentation at one (1) event during the year.

## LeadingAge New York Event at LeadingAge National Conference: \$3,000

- Logo recognition in event promotions;
- Onsite signage during event;
- Serve as co-host; introduction and two-minute remarks to audience;
- Full-page ad in two (2) issues of *Adviser*;
- Free attendance for two (2) employees.

## Leadership Academy Sponsor: \$5,000

- Logo recognition in event promotions;
- Logo/link on Leadership Academy website;
- Signage at each of four (4) in-person residencies and one (1) graduation;
- Co-host IGNITE graduation at Annual Conference;
- Serve as co-host for the Leadership Academy Mixer during Annual Conference;
- Three-minute sponsor speaking segment at each of four (4) Leadership Academy in-person residencies at member facilities across the state.

## Awards Luncheon Sponsor: \$5,000

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Onsite signage during Awards Luncheon;
- Branding collateral in attendee packets or at Awards Luncheon;
- Two-minute speaking segment at Awards Luncheon;
- Co-host Awards Luncheon;
- Full-page ad and advertorial in Awards Luncheon program.

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# 2018

# GOLF TOURNAMENT

LeadingAge®  
New York

## Fun In The Sun For A Great Cause

Proceeds will benefit a scholarship fund to promote the development of leadership in aging services. The Foundation for Long Term Care (FLTC) is registered as a 501(c)(3) not-for-profit organization. A portion of the contribution to the FLTC is tax-deductible to the extent permitted by law.

### **Golf Cart Sponsorship: \$3,000**

- Company logo on the golf cart;
- Logo on golf giveaways;
- Signage at Tournament;
- Logo recognition in Tournament promotions;
- Half-page ad in Annual Conference program;
- Logo on LeadingAge New York website for one (1) month;
- One (1) foursome;
- Four (4) Golf Reception tickets.

### **Hole-in-One Sponsorship: \$2,000**

- Logo on golf giveaways;
- Logo recognition in Tournament promotions;
- Signage at Tournament and Reception;
- Half-page ad in Annual Conference program;
- Logo on LeadingAge New York website for one (1) month;
- One (1) foursome;
- Four (4) Golf Reception tickets.

### **Eagle Sponsorship: \$1,500**

- Logo recognition in Tournament promotions;
- Signage at Tournament and Golf Reception;
- Half-page ad in Annual Conference program;
- Logo on LeadingAge New York website for one (1) month;
- One (1) foursome;
- Four (4) Golf Reception tickets.

### **Fairway Sponsorship: \$ 1,000**

- Logo recognition in Golf Tournament promotions;
- Signage at Golf Tournament and Golf Reception;
- Logo on LeadingAge New York website for one (1) month;
- Two (2) golf registrations;
- Two (2) Golf Reception tickets.

### **Prizes Sponsorship: \$500**

- Logo recognition in Golf Tournament promotions;
- Signage at Golf Tournament and Golf Reception;
- Logo on LeadingAge New York website for one (1) month.

### **Tee sign Sponsorship: \$250**

- T-sign on golf course.

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## WEBSITE:

**Website Advertising**

**Main Content Area:** Link to sponsor's website 300px x 173px (WxH)

- \$350 one (1) month;
- \$750 six (6) months;
- \$1,000 full year.

**Sidebar banner:** (Rotation format/link to sponsor's website) 300px x 100px (WxH)

- \$350 one (1) month;
- \$750 six (6) months;
- \$1,000 full year.

## PUBLICATIONS:

**Publication Rates**

Logo with link to sponsor's website

- \$350 one (1) month;
- \$750 six (6) months;
- \$1,000 full year.

**Daily News Clips**

Daily compilation of headlines impacting long term care and supports.

**Intelligence**

Weekly electronic newsletter that delivers critical information to the membership.

**Leading-U News & Events**

Bi-weekly electronic newsletter of educational news, conferences and events.

**LeadingAge NY Adviser**

An electronic magazine published two (2) times a year showcasing best practices, quality improvement strategies and cost-saving strategies. This publication is delivered to members, legislators and other state leaders.

**Adviser Ad Rates (per issue)**

Full-page	\$500-1
	\$425-2
Two-thirds page	\$425-1
	\$365-2
One-third page	\$450-1
	\$390-2
Half-page	\$375-1
	\$315-2
Quarter-page	\$250-1
	\$200-2

1,000-word advertorial in *Adviser* \$1,000