

2021

Partner

Sponsor

Advertise

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Business Partner Program

Ask about Business Partner Packages! Customize your engagement and spending throughout the year and receive lots of extra value at no cost. Contact: Kris Myers at kmyers@leadingageny.org to schedule an appointment to discuss a custom package designed to meet your marketing and sales goals.

Three levels:

Platinum	\$15,000
Gold	\$10,000
Silver	\$7,500

Sample Package:

Platinum \$15,000

- Access to all events and offerings (if available)
- Premium sponsor at Annual Conference & Exposition.
- Premium sponsor at Nursing & Social Work Professionals Conference & Expo.
- Two (2) Cabinet Meeting presentations (10 mins).
- 15 second video on Board/Cabinet portal.
- Banner in mobile app;
- Full-Page ad in *Adviser* (2 issues).
- Annual listing in Solutions monthly newsletter
- Associate Plus membership

Conferences

VIRTUAL HOUSING PROFESSIONALS CONFERENCE

Date: March 16, 17, 18, 23, 24

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

Sponsor

Session Sponsor \$750

- Introduce Session: Introduce your company then provide speaker introduction.
- Logo on registration site.
- Logo/link on all promotional materials.
- Full Access to Conference Session.
- Conference attendee list.

Sponsor \$400

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

VIRTUAL ANNUAL CONFERENCE & EXPO

Date: May 19, 20, 25, 26, 27

Live Virtual Expo: May 26

Location: TBA

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.

PREMIER Sponsorship (\$2500)

Company representative(s) present a one-hour educational session with continuing education credits available to attendees. Limited spots available.

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors or members).
- Virtual booth and registration for up to a total of (4) participants.
- Extended virtual Expo time post-conference.
- Space at virtual booth to link unlimited company resources including written, video, and more.
- Ability to hold live chat within virtual booth during live event and extended show times.
- Ability to schedule appointments within virtual booth during live event and extended show times.
- Continuous option for visitors to contact company staff via text, email, and social media.
- Broadcast message to attendees sent at a time during the event.
- Logo in email confirmations sent with log in information.
- Logo on registration site.
- Logo/link on all promotional materials.
- Logo/link in virtual lobby signage.
- Logos on banner on bottom banner of entire “virtual conference.”
- Conference attendee list.

Round Table Sponsor (\$2000)

Serve as cohost with LeadingAge New York policy staff for topical discussions. Topics to be determined but may include workforce, technology, design for the future, and consumer preferences. Feel free to suggest topics. Limited spots available.

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors or members).
- Virtual booth and registration for up to a total of (4) participants.
- Extended virtual Expo time post-conference.
- Space at virtual booth to link unlimited company resources including written, video, and more.
- Ability to hold live chat within virtual booth during live event and extended show times.
- Ability to schedule appointments within virtual booth during live event and extended show times.
- Continuous option for visitors to contact company staff via text, email, and social media.

- Broadcast message to attendees sent at a time during the event.
- Logo in email confirmations sent with log in information.
- Logo on registration site.
- Logo/link on all promotional materials.
- Logo/link in virtual lobby signage.

Plenary Sponsor (\$1500)

Company representative(s) introduces plenary session and presents a brief (2 minute) commercial of company/products and services. Credits available to attendees. Limited spots available.

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors or members).
- Virtual booth and registration for up to a total of (4) participants.
- Extended virtual Expo time post-conference.
- Space at virtual booth to link unlimited company resources including written, video, and more.
- Ability to hold live chat within virtual booth during live event and extended show times.
- Ability to schedule appointments within virtual booth during live event and extended show times.
- Continuous option for visitors to contact company staff via text, email, and social media.
- Broadcast message to attendees sent at a time during the event.
- Logo in email confirmations sent with log in information.
- Logo on registration site.
- Logo/link on all promotional materials.
- Logo/link in virtual lobby signage.

Elite Sponsorship (\$1000)

Host a ten-minute micro learning session in virtual conference lobby.

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors or members).
- Virtual booth and registration for up to a total of (3) participants.
- Extended virtual Expo time post-conference.
- Space at virtual booth to link unlimited company resources including written, video, and more.
- Ability to hold live chat within virtual booth during live event and extended show times.
- Ability to schedule appointments within virtual booth during live event and extended show times.
- Continuous option for visitors to contact company staff via text, email, and social media.
- Broadcast message to attendees sent at a time during the event.
- Logo in email confirmations sent with log in information.
- Logo on registration site.
- Logo/link on all promotional materials.
- Logo/link in virtual lobby signage.

PRIME Sponsorship (\$1000)

Intro speaker for one session (can choose session based on availability).

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors or members).
- Virtual booth and registration for up to a total of (2) participants.
- Extended virtual Expo time post-conference.
- Space at virtual booth to link up to 10 company resources including written, video and more.

- Ability to hold live chat within virtual booth during live event and extended show times.
- Ability to schedule appointments within virtual booth during live event and extended show times.
- Continuous option for visitors to contact company staff via text, email and social media;
- Logos on banner in specific virtual session room.
- Logo/link on all promotional materials.
- Conference attendee list.

Essential Sponsorship (\$500)

- Logo/link on all promotional materials.
- Conference attendee list.

FINANCIAL PROFESSIONALS CONFERENCE

Who Attends: CEOs, administrators, chief financial officers, directors of finance, 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.

In Person Conference

Date: Aug. 31-Sept. 2, 2021

Live Expo: Sept.1

Premier Conference Sponsorship (\$5,000)

Company representative(s) present a one-hour educational session with continuing education credits available to attendees. Limited spots available.

- Exhibit space OR business attendee registration for two (4) people.
- Access to bonus networking event Tuesday evening.
- Sponsorship recognition at registration, plenary, keynote address and reception.
- Banner ad on conference app.
- Two-minute video introduction to play during the conference.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Recognition in conference program.
- Attendee list.

Featured Speakers Sponsorship (\$3500)

Company representative(s) introduces plenary session and presents a brief (2 minute) commercial of company/products and services. Credits available to attendees. Limited spots available.

- Exhibit space OR business attendee registration for two (3) people
- Bonus networking event Tuesday evening.
- Sponsorship recognition during plenary and keynote address.
- Banner ad on conference app.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Recognition in conference program.
- Attendee list.

Round Table Sponsor (\$3000)

Serve as cohost with LeadingAge New York policy staff for topical discussions. Topics to be determined but may include workforce, technology, design for the future, and consumer preferences. Feel free to suggest topics. Limited spots available.

- Exhibit space OR business attendee registration for two (3) people.
- Bonus networking event Tuesday evening.
- Sponsorship recognition in key locations.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Attendee list.

Hospitality Sponsorship (\$1500)

- Exhibit space OR business attendee registration for two (3) people.
- Bonus networking event Tuesday evening.
- Sponsorship recognition for two (2) breakfasts, all breaks and one luncheon including signage.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Attendee list.

Kosher Meals Sponsor (\$1,000)

- Sponsorship recognition at Kosher Meal including signage, app and rotational display at registration.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Attendee list.

Session Sponsor (\$750)

- Option to sponsor a specific session.
- Option to introduce session speaker.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.

Mobile App Banner Ad (\$500)

Promote your company with a banner that cycles across the bottom of the app! Limited spaces. Banner ads must be in JPG, GIF or PNG format and measure 1120 pixels x 224 pixels (WxH).format and measure 1120 pixels x 224 pixels (WxH).

LIVE CONFERENCE A LA CART SPONSORSHIPS

Conference Badge Pouch (\$2500) SOLD

Logo on conference badge pouch given to each attendee. Note, large printable area with lots of visibility!

Mask Sponsor (\$2000 plus cost of masks)

Logo on free face coverings offered to all attendees. Large printable area with lots of visibility!

Sanitation Stations Sponsor (\$1000)

Signage at attendee sanitation stations throughout the conference and exposition.

Virtual Financial Professionals Extended Conference- TBA
September 2021

Session Sponsor (\$1000)

Introduce your company then provide speaker introductions.

- Logo on registration site.
- Logo/link on all promotional materials.
- Full Access to Conference Session
- Conference attendee list.

Sponsor (\$500)

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

RECREATION & ACTIVITY PROFESSIONALS CONFERENCE

Date: October 27-28, 2020

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 programming.

Sponsor

Session Sponsor \$750

- Introduce Session: Introduce your company then provide speaker introduction.
- Logo on registration site.
- Logo/link on all promotional materials.
- Full Access to Conference Session.
- Conference attendee list.

Sponsor \$400

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

NURSING & SOCIAL WORK PROFESSIONALS CONFERENCE

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

In Person Conference- November 2021 TBA

Live Expo: November 2021 TBA

Premier Conference Sponsorship (\$5,000)

Company representative(s) present a one-hour educational session with continuing education credits available to attendees. Limited spots available.

- Exhibit space OR business attendee registration for two (4) people.
- Access to bonus networking event Tuesday evening.
- Sponsorship recognition at registration, plenary, keynote address and reception.
- Banner ad on conference app.
- Two-minute video introduction to play during the conference.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Recognition in conference program.
- Attendee list.

Featured Speakers Sponsorship (\$3500)

Company representative(s) introduces plenary session and presents a brief (2 minute) commercial of company/products and services. Credits available to attendees. Limited spots available.

- Exhibit space OR business attendee registration for two (3) people
- Bonus networking event Tuesday evening.
- Sponsorship recognition during plenary and keynote address.
- Banner ad on conference app.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Recognition in conference program.
- Attendee list.

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Serve as cohost with LeadingAge New York policy staff for topical discussions. Topics to be determined but may include workforce, technology, design for the future, and consumer preferences. Feel free to suggest topics. Limited spots available.

- Exhibit space OR business attendee registration for two (3) people.
- Bonus networking event Tuesday evening.
- Sponsorship recognition in key locations.
- Logo recognition in event promotions.

- Logo/link on event webpage and conference app.
- Attendee list.

Hospitality Sponsorship (\$1500)

- Exhibit space OR business attendee registration for two (3) people.
- Bonus networking event Tuesday evening.
- Sponsorship recognition for two (2) breakfasts, all breaks and one luncheon including signage.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Attendee list.

Kosher Meals Sponsor (\$1,000)

- Sponsorship recognition at Kosher Meal including signage, app and rotational display at registration.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.
- Attendee list.

Session Sponsor (\$750)

- Option to sponsor a specific session.
- Option to introduce session speaker.
- Logo recognition in event promotions.
- Logo/link on event webpage and conference app.

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Promote your company with a banner that cycles across the bottom of the app! Limited spaces. Banner ads must be in JPG, GIF or PNG format and measure 1120 pixels x 224 pixels (WxH).format and measure 1120 pixels x 224 pixels (WxH).

LIVE CONFERENCE A LA CART SPONSORSHIPS

Conference Badge Pouch (\$2500) SOLD

Logo on conference badge pouch given to each attendee. Note, large printable area with lots of visibility!

Mask Sponsor (\$2000 plus cost of masks)

Logo on free face coverings offered to all attendees. Large printable area with lots of visibility!

Sanitation Stations Sponsor (\$1000)

Signage at attendee sanitation stations throughout the conference and exposition.

Small Group Options

WEBINAR SPONSOR

Option A - \$1,000

- Deliver educational content directly to attendees. **(topic must be educational and relevant).**
- May choose which sectors of long term care, housing and services the content will address
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets
- are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Option B - \$500

- Company introduction and introduction of presenter
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets
- are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

HOST A MEMBER MIXER (\$1,000)

- Serve as joint host along with LeadingAge NY staff for max. of 12 member participants.
- Work with LeadingAge NY staff to customize invitation list to hit your marketing targets.
- Association will provide registrants physical addresses to send mixer gift bags, if desired.
- Logo/link for company branding on all group correspondence.
- Attendee list.

TOPICAL VIRTUAL SMALL MEETINGS SPONSOR (\$1,000)

- Serve as joint facilitator/host along with LeadingAge NY staff for small groups.
- Association will provide registrants physical addresses to send company collateral pre-event.
- Logo/link for company branding on all group correspondence.
- Attendee list.

SOLUTIONS WEBINARS (1,000) (limited available)

- Deliver a webinar that illustrates a pressing problem/solution members are facing.

- Reference or invite a provider who experienced the problem and benefited from the solution.
- Serve as joint host along with LeadingAge NY staff for max. of 12 member participants.
- Association will provide registrants physical addresses to send company collateral pre-event.
- Logo/link for company branding on all group correspondence.
- Attendee list.

MEMBER INTELLIGENCE MEETINGS (\$2,000/year)

Join LeadingAge New York policy staff and your colleagues monthly for business intelligence discussions to provide you with the last information regarding current issues and trends effecting members. **Free access to Endorsed Vendors, Business Partners and Associate Members.**

Summits

CCRC SUMMIT SPONSOR

Date: September 2021 In Person Location: TBA

Who Attends: Leadership from within existing Continuing Care Retirement Communities (CCRCs), CCRCs in development, as well as outside experts in CCRC accounting, finance, legal issues and operations.

Basic Package: \$500

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

Dinner: \$2,000

Basic Package plus:

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

- Branding collateral at event.
- Free attendance for two (2) employees total at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.

RETIREMENT COMMUNITIES SUMMIT

Date: October 2021 In person 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 Summit app.
- Onsite signage during event.
- Attendee list.
- Free attendance for one (1) employee.

Dinner: \$2,000

Basic Package plus:

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

- Branding collateral at event.
- Free attendance for two (2) employees total at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.

HUMAN RESOURCES (HR) SUMMITS

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.

Virtual Summit- March 2021 TBA

Option A -\$1,000

- Deliver educational content directly to attendees.
- Work with LeadingAge NY staff to customize invitation list to hit your marketing targets.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Option B - \$500

- Company introduction and introduction of presenter.
- Work with LeadingAge NY staff to customize invitation list to hit your marketing targets.
- Logo/link for company branding on all group correspondence.
- Attendee list.

In Person Summits

Date: Sept. and Nov., TBA 2021 **In Person Location:** TBA

Basic Package: \$500

- Logo recognition in event promotions.
- Onsite signage during event.
- Attendee list.
- Free attendance for one (1) employee.

Breakfast/Lunches: \$1,000

Basic Package plus:

- Branding collateral at event.
- Free attendance for two (2) employees total at Summit.
- Personal acknowledgment of your sponsorship during the lunches and breakfast times.

Meetings

JOINT BOARD RETREAT- Sept. 2021

LeadingAge New York convenes a retreat of the members of the Boards of Directors representing LeadingAge New York, The Foundation for Long Term Care and LeadingAge New York Services biennially. (Call for pricing and opportunities available at this exclusive event held in September 2021.)

REGIONAL COUNCIL MEETINGS- \$1,000/each

Spring 2021 Virtual

Summer-Fall 2021 In-Person

- Logo recognition in Council Meeting promotions.
- Two-minute company introduction at one (1) Council Meeting and attendance for one (1) person.
- Onsite/meeting signage during event (in person meetings)
- Attendee list.

CABINET MEETINGS (pricing per meetings)

Basic Package: \$1,000

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

Plus Package: \$2,000

Basic Package plus:

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

Specialty Programs

DATA ANALYTICS TOOL SPONSORSHIP

LeadingAge New York produces a quarterly 5-Star report for nursing home members that is distributed to ALL LeadingAge (national) members providing a comprehensive view of their current data related to their Centers for Medicare & Medicaid Services (CMS) 5-Star rating. Additionally, nursing home members receive a free Trend Report (dashboard view) or access to a detailed view via Quality Metrics that provides data which can help them in planning to maintain or improve their 5-Star Rating. This report is distributed to all members in the LeadingAge (national) database with approximately 14,000 views per quarter nationally.

There are two ways to get your brand in front of LeadingAge members as they think about staffing, quality measures and other aspects of their CMS 5-Star rating.

Quarterly Sponsorship: \$1,200

- Image-logo and/or business card size advertisement plus 2-3 sentence message.
- Ad appears on 5-Star Report and Trend Report.
- Can choose to have it appear nationally to all members or ad can be targeted to specific states.

Annual Sponsorship: \$4,000

- Image-logo and/or business card size advertisement plus 2-3 sentence message.
- Ad appears on 5-Star Report, Trend Report and on in the Quality Metrics tool.
- For 5-Star Report and Trend Reports you can choose to have it appear nationally to all members or ad can be targeted to specific states.
- Priority placement in the first advertisement spot.
- Super Value: Notification pop up message upon opening report- message should provide an informational or datapoint that links to a specific product or service your company provides that ties to any aspect of the CMS 5-Star rating. Text limits apply, typically a paragraph.

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);
- :15 second commercial in Board Portal.

BOARD MEETING SPONSOR (pricing per meeting/limited availability)

Basic Package: \$1,000

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

Plus Package: \$3,000

Basic Package plus:

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

TRAVELING ART SHOW (second half of 2021)

Basic Package: \$500

- 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: \$1,000

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.

BADGE POUCH FOR ALL 2020 EVENTS: \$5,000 SOLD

Logo on conference badge pouch given to each attendee. Note, large printable area with lots of visibility!

LEADERSHIP ACADEMY SPONSOR: \$1,500

- 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;

Leadership Academy Mixer Only: \$1,000

- Serve as co-host for the Leadership Academy Mixer during Annual Conference.

AWARDS LUNCHEON SPONSOR: \$5,000

- Logo recognition in event promotions;
- Logo/link on conference app;
- Onsite signage during Awards Luncheon;
- Branding collateral at Awards Luncheon;
- Co-host Awards Luncheon;
- Full-page ad and advertorial in Awards Luncheon program.

Golf Tournament

GOLF TOURNAMENT

Golf Cart Sponsorship (\$3,000)

Includes your company's logo on: golf cart, golf giveaways, signage at Tournament, in Tournament promotions, on LeadingAge New York website for one (1) month; **plus**, half-page ad in Annual Conference program; one (1) foursome; and four (4) Golf Reception tickets.

Hole-in-One Sponsorship (\$2,000)

Get your company's logo on: golf giveaways, signage at Tournament, in Tournament promotions, on LeadingAge New York website for one (1) month; **plus**, half-page ad in Annual Conference program; one (1) foursome; and four (4) Golf Reception tickets.

Eagle Sponsorship (\$1,500)

Get your company's logo on: signage at Tournament, in Tournament promotions, on LeadingAge New York website for one (1) month; **plus**, half-page ad in Annual Conference program; one (1) foursome; and four (4) Golf Reception tickets.

Fairway Sponsorship (\$1,000)

Includes your company's logo on: signage at Tournament, in Tournament promotions, on LeadingAge New York website for one (1) month; **plus**, two (2) golf registrations; and two (2) Golf Reception tickets.

Tee Sign Sponsorship (\$250)

Get your company logo on one T-sign on golf course.

Prizes Sponsorship (\$500)

Includes your company's logo on: signage at Tournament, in Tournament promotions, on LeadingAge New York website for one (1) month.

Advertisement Rates

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

→\$500 one (1) month

→\$800 six (6) month

→\$1,000 annual

Publication Options:

Daily News Clips

Daily compilation of headlines impacting long term care and supports.

Intelligence

Weekly electronic newsletter that delivers critical information to the membership.

Solutions

Monthly newsletter of business solutions to members offering products and services to solve current needs. Free to Endorsed Vendors and Business Partners. Reduced rate for Associate Members.

LeadingAge NY Adviser

An electronic magazine published two (2) times a year show-casing 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

Coming Soon...

Business Solutions Newsletter (Feb. 2021)

Business Solutions Online Gallery Listing (Spring 2021)

Looking for a spot to highlight your company's products and services in a one-stop center for member's use in shopping for solutions? Look for this Gallery coming first quarter 2021. Pricing: \$1200 Annually/\$250 monthly

Consumer Guide to Continuing Care (Fall 2021)

Production will be handled by LeadingAge New York directly beginning in the Fall of 2021 with the production of the 2022 Consumer Guide to Continuing Care. Look for lower advertising rates for members and businesses who would market directly to consumers of long term care, senior housing and senior services.