

CSA



Journal

Media Kit

Current Advertising Rates

| Ad Size | One Edition | Two Editions | Four Editions |
|------------|-------------|--------------|---------------|
| Full Page | \$200 | \$375 | \$550 |
| Half Page | \$100 | \$175 | \$250 |
| Third Page | \$75 | \$125 | \$175 |

15% Discount for Non-Profit Advertisement

Submissions

| Volumes | Artwork Due | Distribution Date |
|---------|---------------|-------------------|
| Vol. 1 | December 1st | January |
| Vol. 2 | March 1st | April |
| Vol. 3 | June 1st | July |
| Vol. 4 | September 1st | October |

Advertising Opportunity

Gain visibility in a publication that is focused on serving the needs of the aging population, and get connected with professionals interested in further developing their senior-focused businesses.

The CSA Journal is the award winning publication of the **Society of Certified Senior Advisors® (SCSA)** that publishes original and challenging articles which make contributions to theory, empirical research, and evidence-based practices aimed at improving the lives of seniors and the skills and knowledge of CSAs. **Certified Senior Advisors (CSAs)®** are professionals involved in various fields of aging who have been proven to possess an overall knowledge about aging, seniors' needs, interests, and issues that enables them to work more effectively with older adult clients and their families.

Circulation to nearly 4000 professionals—

Advertising in the CSA Journal provides access to a community of nearly 4000 qualified professionals dedicated to serving older adults. Subscriptions are also available through the CSA website,

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Dimensions

| Ad Size | Height | Width |
|--------------------------------------|--------|-------|
| Full Page <i>(inside cover same)</i> | 11.25" | 8.75" |
| Half Page <i>(horizontal)</i> | 5.75" | 8.75" |
| Half Page <i>(vertical)</i> | 11.25" | 4.5" |
| Third Page | 3.75" | 8.75" |

Contact SCSA

Society of Certified Senior Advisors
720 S. Colorado Blvd. , Ste 750N
Denver, CO 80246

888-294-9391

Society@csa.us
(Subject: CSA Journal Ad)

www.csa.us

Sizing – All ads include bleeds – 1/8" will be trimmed off top, bottom and outside edge. Submitted content should include a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind. Resolution – Image resolution for all graphics should be 300 dpi or higher for your choice of color or grayscale images and 1200 dpi for bitmap line art. Color ads should be provided in CMKY. No RGB or Indexed color mode graphics.

Electronic Files – The following file types are acceptable: press-ready PDF files sized to actual ad dimensions, with all fonts embedded. Art in PDF should be at least 200dpi at print size (300dpi preferred); flat image file types (JPG, TIF, EPS, etc.) with a resolution of at least 300dpi at print size. Files should be sent as individual image files, not embedded in any other documents (Word files, etc.); No layered files will be accepted (Illustrator, Photoshop, etc.).

Disclaimer:

Society of Certified Senior Advisors reserves the right to accept materials and require publication prepayment. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the of ad's content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement. All claims for errors in advertisements must be made in writing or emailed to SCSA, within 10 days of publication. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof.