

FLORENDA *at Home*

The Official Publication of the Home Care Association of Florida



WHO ARE WE?

Our association represents **home care agencies throughout Florida** — decision-makers in charge of contracting your products and services in the home care industry. **Florida at Home** is a critical component of the HCAF communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY HCAF?

- ➔ Florida's estimated annual Medicaid program is **\$25.2 billion**, serving **more than 4 million Floridians**.
- ➔ *Florida at Home* reaches **100% of Florida's 2,000+ home care agencies**.
- ➔ Home care providers are among the **fastest growing health care sectors** in the United States. Revenue has grown to more than **\$108 billion**, including a **6.7% increase** in 2020.

NET ADVERTISING RATES

Print Edition Advertising	1x	2x
Back Cover	\$2,260	\$2,025
Premium Position*	\$2,140	\$1,790
Two-Page Spread	\$3,115	\$2,690
Full Page	\$2,085	\$1,660
1/2 Page	\$1,310	\$1,015
1/3 Page	\$835	\$715
1/4 Page	\$655	\$565
1/8 Page	\$420	\$355
Digital Edition Advertising	1x	2x
Tile + interstitial digital package	\$1,035	N/A
Tile + landing page digital package	\$1,035	N/A
Tile + interstitial print package**	\$865	N/A
Tile + landing page print package**	\$865	N/A
Tile a la carte	\$575	N/A

[CLICK HERE FOR AD EXAMPLES](#)

All rates are for full-color advertisements.

*Premium positions include: inside front cover, page 3, opposite the table of contents and inside back cover.

**Discounted digital+print package available with 1/2-page ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

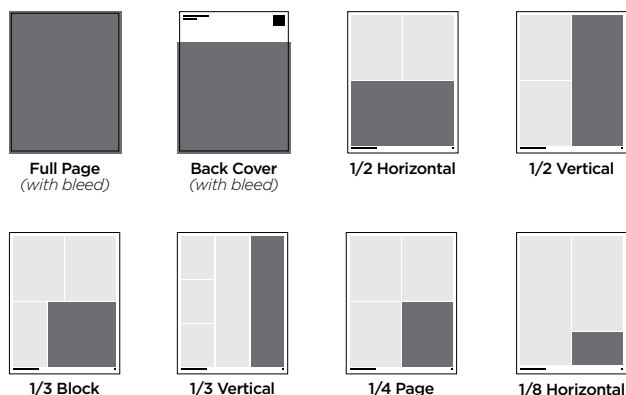
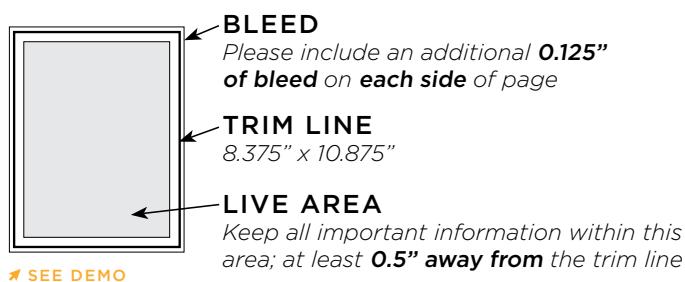
Issue Number	Artwork Due	Delivered to Members
Volume 3 Issue 1	4/17/23	June 2023
Volume 3 Issue 2	10/9/23	December 2023

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.