

Avoid the marketplace maze.

**Let ASA lead you to
new markets and customers.**



2017-2018 Media Kit

ASA is your direct connection to influential,
multidisciplinary professionals in the field of aging and beyond.



The field of aging is ever-shifting, complex and diverse. ASA can help you navigate this maze to reach your marketing goals.



For more than 60 years, ASA has been a leading organization in the field of aging, continually attracting more than 100,000 practitioners, educators, administrators, policymakers, academics, business people, and students to its membership community. These professionals—all working to improve the quality of life of older adults—are employed in an array of disciplines across the aging services network: physical health, technology, employment, finance and legal, housing and accessibility, mental and emotional well-being, healthcare quality and access, spiritual development, and social engagement.

ASA Is Your Access to Influence



ASA is a leading multidisciplinary membership-based organization that focuses solely on developing and honing members' knowledge and leadership skills. That is the reason our educational publications and programs are sought out by thousands of leaders—influential professionals who are creative, innovative and forward-thinking. They anticipate what America's older consumers and their families might need and want to achieve well-being and optimal health. They get the attention of policymakers at local, regional and national levels. They are administrators and managers, direct-service providers, health and social services professionals, educators, researchers, students, policymakers and planners across more than 16 settings in the diverse aging services network.



ASA's educational products—whether it's our premier annual conference, *Aging in America*, our excellent online education, our renowned awards programs or our high-quality print publications, the respected *Generations* journal and our longtime newspaper, *Aging Today*—will give you guaranteed access to your target market.

Let ASA help you achieve your marketing goals. Call us today at (415) 974-9638, and ask for Linda Jones, director of marketing.

ASA Membership is 6,000 members and growing.

Who is the average ASA member?

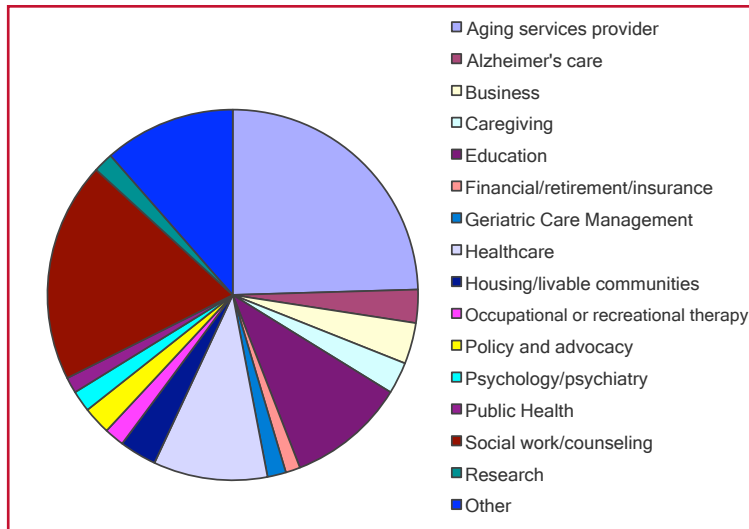
Recent survey results indicate:

- 60% of the members have been in the field of aging for 10 years or more
- 76% hold a Master's degree or higher
- 80% are female

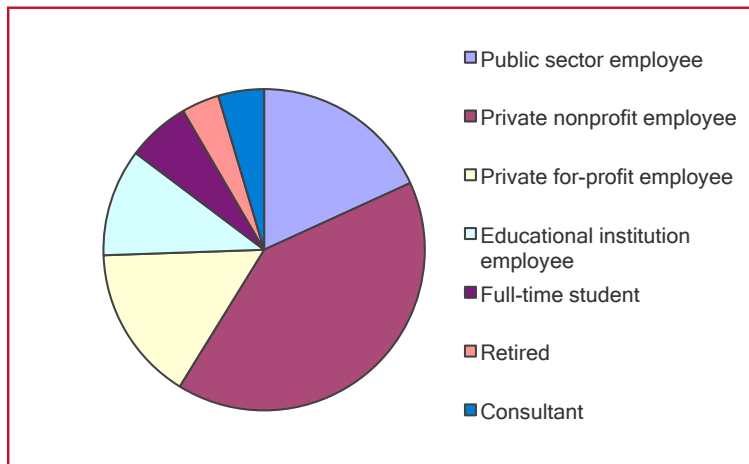
Job position

Entry-level (coordinator, assistant) 11%
Mid-level (manager) 31%
Senior-level (executive, director, CEO) 40%
Consultant 9%
Retired 9%

Professional Specialty



Work Status



Take the direct path to reach the aging services marketplace.

Advertise in *Aging Today* and *Generations*, ASA's premier print publications that are ranked by our members as their most valuable membership benefits. Enhance your overall strategy by adding these publications to your marketing mix.

AgingToday

Aging Today is ASA's bimonthly newspaper, which covers issues in practice, policy and research in aging nationwide. A four-page pullout section, In Focus, is devoted to in-depth coverage of a single topic. Each issue of *Aging Today* reaches approximately 10,000 professionals who work with older adults.

To reserve ad space, contact Linda Jones at 415-974-9638 or ljones@asaging.org.

Advertising Rates

FOUR-COLOR

	1X	3X	6X
Full page	\$1500	\$1325	\$1200
1/2 page	\$925	\$825	\$725
1/4 page	\$495	\$435	\$375

Discounts: Nonprofit 5%; Agency 15%

Ad Reservation Deadlines

January/February	November 16
March/April	January 5
May/June	March 14
July/August	May 16
September/October	July 11
November/December	September 12

Advertising Specifications

FULL-PAGE AD

Picas: 59p x 87p6 Inches: 9.8" x 14.6"

HALF-PAGE AD (horizontal)

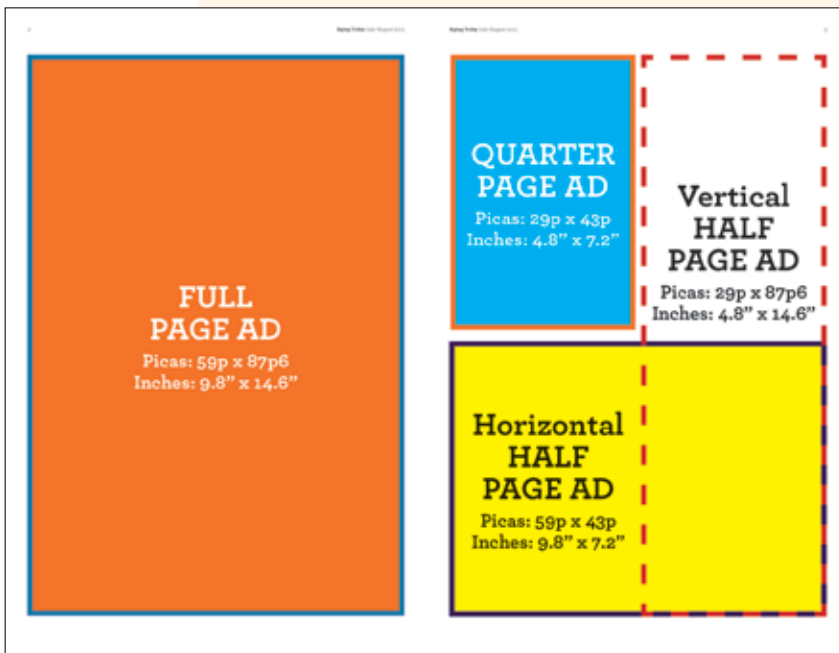
Picas: 59p x 43p Inches: 9.8" x 7.2"

HALF-PAGE AD (vertical)

Picas: 29p x 87p6 Inches: 4.8" x 14.6"

QUARTER-PAGE AD

Picas: 29p x 43p Inches: 4.8" x 7.2"



"Useful. I look forward to receiving Aging Today."

—Joan Blumenfeld, MS, LPC,
Eldercare Counseling and
Consultation services, Ilc

"Exceptional editing and writing; concise and authoritative."

—Stuart Greenbaum, Greenbaum Public Relations

Aging Today Editorial Calendar

November–December 2017: Elder Abuse and Mistreatment

Ad Art Deadline: 10/2/17 Release Date: Week of 10/23/17

January–February 2018: The Faces of America: A Look at Immigration and Older Adults

Ad Art Deadline: 12/1/17 Release Date: Week of 1/15/18

March–April 2018: Climate Change: A Clear and Present Public Health Issue

Ad Art Deadline: 1/22/18 Release Date: Week of 2/26/18

May–June 2018: Advocacy in Aging: An Update

Ad Art Deadline: 4/2/18 Release Date: Week of 5/7/18

July–August 2018: The Media and Aging

Ad Art Deadline: 5/28/18 Release Date: Week of 6/25/18

September–October 2018: A Look at the 50 + Voter:

Will Older Adults Empower the New Politics of Aging?

Ad Art Deadline: 7/30/18 Release Date: Week of 8/27/18

November–December 2018: Global Aging and the Future of the World Community

Ad Art Deadline: 10/1/18 Release Date: Week of 10/22/18

*Note: Topics, deadlines and release dates are subject to change.



Generations

Journal of the American Society on Aging

Generations is the quarterly journal of the American Society on Aging. Each issue is devoted to bringing together the most useful and current knowledge about a specific topic in the field of aging, with emphasis on practice, research and policy. Each issue is guest-edited by a prominent expert on the topic. No other publication in the field of aging brings together these perspectives in such a readable and authoritative way. Each issue of *Generations* reaches approximately 10,000 professionals in aging.

Sponsorship

Issue sponsorship is exclusive and sponsor will receive visibility in print and on ASA's website. Sponsors receive:

- Logo in full-page sponsor "Thank You" advertisement
- Four-color advertisement on inside back cover of sponsored issue
- Logo on *Generations* website with link to sponsored issue
- Half-page ad in ASA's bi-monthly newspaper *Aging Today*

Generations advertising rates and specifications continue on following page

"Love, love, love this publication!"

—Candace Baldwin, Capital Impact Partners

"It remains the best US gerontological journal"

—Andy Achenbaum, University of Houston



“We depend on Generations to keep us stimulated and thinking beyond what we work with daily.”
 —Carol Aronson, Shawnee Health Service

Generations

Journal of the American Society on Aging

Advertising Rates

FOUR-COLOR

	1X	2X	3X	4X
Cover II	\$2,175	\$2,000	\$1,825	\$1,775
Cover III	\$2,050	\$1,850	\$1,750	\$1,650

BLACK & WHITE

Full page	\$1,550	\$1,450	\$1,350	\$1,250
1/2 page	\$1,025	\$975	\$950	\$925

Discounts: Nonprofit 5%; Agency 15%

Advertising Specifications

COVER II, III

Picas: 43p6 x 60p Inches: 7.25" x 10"

FULL-PAGE AD

Picas: 35p9 x 48p9 Inches: 5.95" x 8.125"

HALF-PAGE AD (horizontal)

Picas: 35p9 x 24p Inches: 5.95" x 4"

Ad Reservation Deadlines

Spring.....	March 1
Summer.....	May 2
Fall.....	August 1
Winter.....	November 1

Generations Editorial Calendar

Fall 2017—A Look at Generation X | Guest Editors: Candace Steele Flippin and Peter J. Whitehouse

Winter 2017–18—Women, Gender, and Aging | Guest Editor: Martha Holstein

Spring 2018—Managed Care | Guest Editor: Lisa Alecxih

Summer 2018—Economic Inequality and Aging | Guest Editor: Karen D. Lincoln

Fall 2018—Family Matters | Guest Editor: Mercedes Bern-Klug

**Note: Topics, deadlines and release dates are subject to change.*



“Excellent and well thought out.”

—Jennie Deese,
Athens Community Council on Aging

2018 Aging in America Conference Program

The 200-page conference program book is distributed to nearly 3,000 attendees at the annual Aging in America Conference, March 26-29, 2018. This high-visibility publication is used by conference attendees throughout the five-day conference, and many keep it as a resource and refer to it throughout the year.

Exhibitors get better rates!

Save up to \$300 if you also exhibit at the conference. (see page 10)

Ad Sizes and Rates (All ads are 4-color)

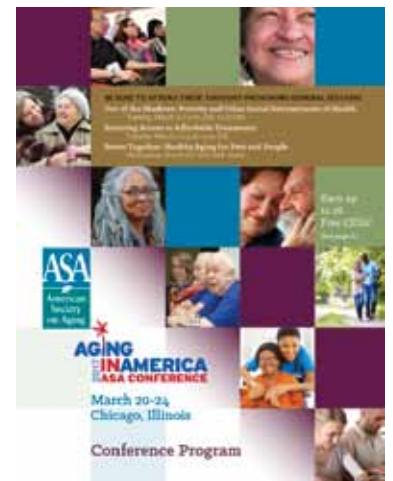
Size	Dimensions	Sponsor/Exhibitor	Others
Full Page (no bleed*)	8" w x 10 1/2" h	\$1,050	\$1,350
Half Page	7 1/2" w x 4 3/4" h	\$650	\$850
Quarter Page	3 5/8" w x 4 3/4" h	\$400	\$550

*For a full-page ad **with** bleed, build file to actual page size (8 3/8" w x 10 7/8" h). Bleeds should extend 1/4 inch (on all sides) beyond these dimensions, and any text or images not intended to bleed should be inset by 1/4 inch. Be sure to include bleeds and crop marks on final art.

Reservation and payment due by 2/5/18; Artwork due by 2/12/18.

Ad artwork received after February 12, 2018 may not be placed in the program.

No refunds after 2/12/18.



Instructions for Ad Preparation

DIGITAL FILES:

All files must be submitted digitally as high resolution PDF files or as high-resolution (300 dpi) JPG, TIFF or EPS files.

Digital files must include all graphics and all fonts used (including fonts that appear in EPS graphics—such as logos created in Adobe Illustrator). For fonts, please be sure to include both PostScript files (printer fonts) and bitmap files (screen fonts).

All files must be created as CMYK files with no additional spot colors. Please check to make sure your logos, etc. that may have been created with spot color have been converted to CMYK before being imported into the ad.

Please note: Images downloaded from the Internet are not acceptable as their resolution is 72 dpi, and for print purposes images must be a minimum of 300 dpi.

MEDIA:

Electronic ad files can be e-mailed and must be less than 10 megabytes. Send e-mail to ljones@asaging.org.



***“Great conference!
Thank you for providing it
for our broad professional
community. So important.”***

—June Simmons
Partners in Care Foundation

Advertising Policy

This policy statement applies to all advertising with ASA.

1. The American Society on Aging reserves the right to refuse advertising that it deems offensive or otherwise inappropriate to the constituency that it represents, or for any other reason.
2. Positioning of ads will be at ASA's discretion, although the advertiser's preference will be honored whenever possible.
3. Publication of an advertisement does not constitute endorsement or approval by ASA of any product or service advertised or of any point of view, standard or opinion presented in the advertisement. ASA is not responsible for any claims made in advertisements appearing in its publications.
4. The advertiser or advertising agency assumes liability for all ad content including representations made in text and illustrations. The advertiser or advertising agency agrees to indemnify and hold ASA harmless from and against any loss, expense or other liability resulting from any suits for breach of warranty, negligence, product liability or misrepresentation, or any other claims or suits whatsoever that may arise from the publication of such advertisement.
5. Other than the return of any advertising fee that the advertiser has paid, ASA is not liable if, for any reason, an advertisement is omitted from publication.
6. By placing an order for an advertisement, the advertiser agrees to all the rates and conditions under which ASA sells advertising at the time of the order.
7. If new art or copy for contract ads is not received by the art deadline, standing art or copy will be used.
8. No cancellations will be accepted after the reservation deadline. Advertisers who fail to notify the publisher of cancellation prior to the closing date will be required to pay the full price of the insertion.
9. The terms for all advertising charges are net 30 days, based on the publication date of the advertisement.

Discounts & Bonus Ads

10. Advertisers with a program of three or more ads in *Aging Today* or two or more ads in *Generations* receive a discount (see pages 4 & 6). To qualify for the program discount, advertising must be placed on a contract basis. A contract starts with the first insertion. Sixty (60) days written notice is required for contract cancellation by ASA or the advertiser.
11. Advertisers who place their ads directly with ASA will receive a 15% discount when the same ad is placed in both *Generations* and *Aging Today*. If an advertising agency places the same ad in both publications, the maximum discount will be 20%.

Commissions

12. Bona fide advertising agencies are entitled to a 15% commission.



ADVERTISING INSERTION ORDER



ADVERTISER INFORMATION

Advertiser _____

Authorized Representative _____

Title _____

Billing Address _____

City _____ State _____ Zip _____

Tel _____ Cell _____ Fax _____

Email _____

Agency name (if applicable) _____

INSERTION ORDER

Aging Today

- Full page
- Half page (horizontal)
- Half page (vertical)
- Quarter page

Generations

- Inside front cover
- Inside back cover
- Full page
- Half page

AiA Conference Program Book (1x only)

- Full page
- Half page
- Quarter page

Frequency

- 1X
- 2X
- 3X
- 4X
- 5X
- 6X

Discounts

- Check here if nonprofit discount applies
- Check here if agency discount applies

Issue	Size	Net cost
Total		

AD DEADLINES:

Aging Today

Issue	Reservation	Art
January/February	11/16	12/1
March/April	1/5	1/22
May/June	3/14	4/2
July/August	5/16	5/28
September/October	7/11	7/30
November/December	9/12	10/1

Generations

Spring	2/1	3/10
Summer	5/2	5/15
Fall	8/1	8/20
Winter	11/1	11/30

Aging in America Conference Program Book

Reservations due by February 5, 2018
 Art due February 12, 2018

**Ads must be 10 MB or less in size.
 Submit artwork to Linda Jones at
ljones@asaging.org.
 Questions? Call 415-974-9638.**

Special Instructions:

I have read and accept ASA's advertising policy. ASA will bill me (net 30 days) upon receipt of insertion order. I understand that I must pay for each insertion unless I cancel before the published reservation deadline.

Signature _____ Date _____

The advertiser and/or advertising agency agrees to assume liability for all ad content, including text and illustrations. The advertiser and/or advertising agency agrees to indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from any suits for libel, breach of warranty, negligence, product liability, misrepresentation or any other claims or suits whatsoever that may arise from publication of such advertisement. ASA is not liable if any advertisement is omitted, for any reason.

Exhibit at ASA's Aging in America Conference

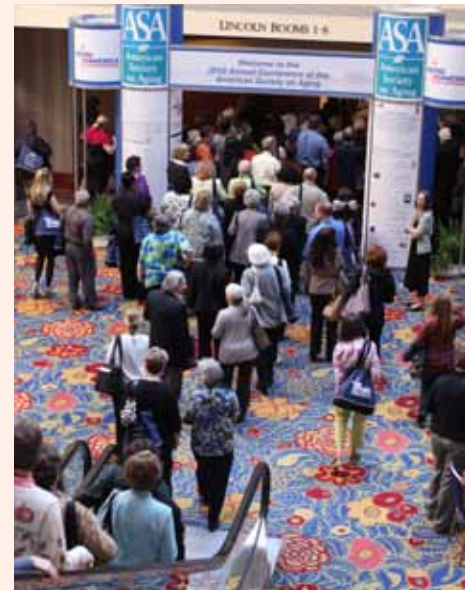
2018 Conference | March 26-29
(Exhibit Hall open March 26-28)
San Francisco, CA

Exhibiting at the Aging in America Conference is your opportunity to meet and influence nearly 3,000 professionals in the field of aging. Our exhibitors consistently provide extremely positive appraisals of the value of their experience with us.

The Aging in America Conference is recognized as:

- a showcase for programs and projects that can be replicated
- a forum for policy discussion and advocacy
- a prime source of information on new research findings in aging

Meet key influencers and leaders in the field of aging from across the nation as they discover the latest programs, products and technologies that can enhance the lives of the older adults they serve. Spaces are available on a first-come basis, so contact us soon to secure a good space!



Who Exhibits?

- Academic and Educational Programs
- HealthCare Providers
- Home Health Care/Medical and Nonmedical
- Financial Planning Companies
- Government Agencies
- Long-Term Care Organizations and Businesses
- Medical/Health Product Companies
- Nonprofit Organizations
- Publishers
- Pharmaceutical Companies
- Professional Services
- Software and Web-Based Services



“Well done, thank you to everyone that worked so hard on making our exhibiting experience so wonderful. This was our second year as an exhibitor and once again we were extremely pleased with the significance of the leads that we were able to generate.”

—Robert Gable, CEO, myMAR, LLC.

Exhibitor Benefits

- One free conference registration—more than a \$600 value—with each booth purchase.
- Unlimited free exhibit hall passes for booth staff and guests. Passes are for exhibit hall only.
- Complimentary morning coffee and lunch in the Exhibit Hall.
- Exhibit listing in the conference program book distributed to 3,000 attendees (Deadline 2/12/18).
- Visibility on conference website with your company’s description and hyperlink.
- Free one-time use of conference attendee mailing list pre-conference or post-conference. (List includes physical addresses only; does not include e-mail addresses or phone numbers. You must contact ASA to request the list, and all mailings must be sent through a mailing house.)
- Special reduced rates on advertising in the conference program book.

Exhibitor Fees

		5/1/2017 - 9/30/2017	10/1/2017 - 3/20/2018
ASA Member Org.	Government/Nonprofit	\$1,100	\$1,300
	Standard 8x10 booth	\$1,700	\$1,900
	Premium 8x10 booth	\$2,100	\$2,300
Non-Member Org.	Government/Nonprofit	\$1,600	\$1,800
	Standard 8x10 booth	\$2,200	\$2,400
	Premium 8x10 booth	\$2,600	\$2,800

To receive a complete exhibitor prospectus with floor plan and application, and to check booth space availability, please contact Merle Zappan at (856) 302-0884 or merle_zappan@AFassanoCo.com.

“It was a great opportunity to provide brand and product awareness to attendees. The vendors were very diverse and high quality.”

—Mikal Sutton, Cigna



Become a Sponsor

Increase your visibility by sponsoring an ASA program, event and/or publication. Over the years, our sponsors have succeeded in building brand awareness with leaders in the field of aging.

ASA offers a number of sponsorship opportunities ranging from \$1,000-50,000 and will work with you to customize a sponsorship that best meets your needs.



Aging in America Annual Conference for Professionals in Aging

The American Society on Aging (ASA) hosts the largest national multidisciplinary conference for professionals in the field of aging. Each year nearly 3,000 professionals attend this four-day event. The 2018 Aging in America conference will take place in San Francisco. We invite you to join forces with us by supporting the largest national conference addressing aging issues. Support from our sponsors makes this conference possible and we will work with you to develop the right sponsorship strategy that delivers the visibility and networking opportunities you desire.

“A great conference, value and professional development opportunity. The content and caliber of presenters was fantastic!”

—Jill McLellan Phelps, DePaul Housing Management

ASA Web Seminar Educational Training and Tools for Professionals

ASA web seminars are an excellent opportunity to reach targeted audiences of up to 1,000 viewers at a time. Each web seminar is one hour and features a chat function between presenter, moderator and the audience, as well as a polling tool to garner audience opinion or impressions. Web seminars are offered throughout the year at a time allowing for national participation during the workday. Each event focuses on a particular subject of interest to professionals in aging. Sponsorships are available for one web seminar or a series.



ASA's Quarterly Journal *Generations*

Generations is the journal of the American Society on Aging. Published quarterly, the journal is available in both print and digital formats. Each peer-reviewed, single-topic issue of *Generations* brings together the latest in research, practice, and policy on a single key topic in the fields of aging. The journal's readers are key decision-makers in their organizations and practices. The multidisciplinary readership includes physicians, researchers, policymakers, nurses, therapists, social workers, administrators, and numerous other professionals in aging. Distribution is 6,000+ professionals in multiple disciplines.

ASA Leadership Awards Programs

A key component of ASA's mission is to honor those who make a difference in the lives of the older adults they serve. For the past 50 years, ASA has recognized an impressive and extensive list of leaders for their dedication to uplifting the field of aging and increasing the visibility of the issues of older adults through public policy, advocacy, education and training, and programs. Sponsoring one of these awards that aligns with your corporate philosophy will help you to gain visibility and credibility among the professionals who learn about the awards and honor the winners.

To learn more about becoming a sponsor, contact
Carole Anderson at (415) 974-9632
canderson@asaging.org



Previous Sponsors, Advertisers and Exhibitors (partial list)

AARP
Abbey Press/One Caring Place
Accessible Solutions, Inc.
Active Rx
Acumen
ADT Health
Advanced Telehealth Solutions
Aegis Therapies
Allied Powers LLC
Alzheimer's Association
Alzheimer's Foundation of America
American Foundation for the Blind
American Optometric Association
American Red Cross
Ameriprise Financial Services
Amramp
Archstone Foundation
Association Book Exhibit
Assurex Health
AstraZeneca
AT&T
Bank of America Merrill Lynch
Benjamin Rose Institute on Aging
BrightFocus Foundation
Button Blocker
Calmoseptine, Inc.
Cancer Support Community
CaptionCall
Care Director
Care Like
Care1st
CareAccess
Caring Senior Service
Caring Transitions
Cawley Company
CDW Healthcare
Centers for Disease Control and Prevention
Centers for Medicare & Medicaid
ChenMed
Christopher & Dana Reeve Foundation
Cigna
Clarity
Compassion & Choices
Consortium for Older Adult Wellness
Consumer Direct/Better at Home
Consumer Financial Protection Bureau -
Office for Older Americans
Coventry Health Care, Inc.
CVS Health
Defeat Malnutrition Today
Dynalab Inc.
Emeritus Senior Living
Evercare
Experience Works
FDA Office of Women's Health
FDA/CDER
GAITRite — CIR Systems
Generations on Line
Genoa, a QoI Healthcare Company
Genworth Financial
Gerontological Society of America
Gerontology @ UMass Boston
GlaxoSmithKline
Golden Gourmet Meals
Hadley Institute for the Blind and Visually Impaired
Hamilton CapTel
Hands-Free Inc.
Hasbro's Joy for All
Hawaiian Moon
Health and Aging Policy Fellows Program
Health and Retirement Study
HealthSense, Inc.
HeartMath
HELPS Nonprofit Law Firm
hi HealthInnovations
Home Care Assistance
Home Care Delivered, Inc.
Home Instead Senior Care
Humana Inc.
Hydrocephalus Association
ICAA Services
Independent Living Systems
InnovAge
InPro Corporation
Inspired Caregivers
Intel
Johnson & Johnson
Journeyworks Publishing
Legg Mason Global Asset Management
MED-EL Corporation

MedicAlert Foundation
 Medicare's Limited Income NET Program
 MJM Innovations
 Mom's Meals NourishCare
 Musical Health Technologies
 myMAR, LLC
 National Asian Pacific Center on Aging
 National Association of Area Agencies on Aging
 National Center for Health Statistics
 National Center on Elder Abuse
 National Committee to Preserve Social Security
 & Medicare
 National Council for Therapeutic Recreation Certification
 National Council on Aging
 National Federation of the Blind
 National Institute of Arthritis and Musculoskeletal
 and Skin Diseases
 National Institute on Aging
 National Library of Medicine
 NeighborWorks America
 Nestle Health Science
 Network of Care
 New England Cognitive Center
 North American Securities (NASAA)
 Office of Justice Programs
 Panasonic/Home Team
 Panoramic Software, Inc
 Paraprofessional Healthcare Institute
 Parkinson's Disease Foundation
 Peak Pharmacy
 PeerPlace Networks
 Pension Rights Center
 Pfizer, Inc.
 Philadelphia College of Osteopathic Medicine
 Philips Lifeline
 Pine Grove Behavioral Health
 Pioneer Network
 Piramal Imaging
 Preferred Population Health Management
 Project Lifesaver International
 Purina Pro Plan
 Reliable Caregivers
 ResCare
 Resistance Dynamics
 REST (Respite Education and Support Tools)
 Right at Home, Inc.
 Routledge Journals
 RTZ Associates, Inc.

SCAN Health Plan
 Senior Helpers
 Senior Reach
 SimplyHome
 Smart Care Consultants
 Southwest
 Springer Publishing
 Sprint CapTel
 Swift Alarm, USA & Canada, Ltd.
 Tai Chi for Health Institute
 Tailored Care Enterprises, LLC
 The Center for Gerontology at Concordia
 University Chicago
 The Clorox Company
 The Hartford
 Tollos
 Tunstall
 U.S. EPA Aging Initiative
 UCI Center of Excellence in Elder Abuse & Neglect
 UM Products
 UMBC Aging/The Erickson School
 United States Social Security Administration
 UnitedHealthcare
 Universal Mobility, LLC
 University of Florida
 University of Indianapolis Center for Aging
 & Community
 University of La Verne
 University of Michigan School of Social Work
 University of Nebraska at Omaha Dept
 of Gerontology
 University of Northern Colorado
 Upper Room Books
 U.S. Fire Administration
 USC Leonard Davis School of Gerontology
 Valley Services, Inc.
 Verizon Communications
 Veterans Care Coordination
 Visiting Angels
 WalkerWonder
 Walkjoy, Inc.
 Walmart/Sam's Club
 WellCare
 WellMed Charitable Foundation
 Wells Fargo Life Management Services
 Western Union
 Wolters Kluwer

