

**POINTS**

**FADONA<sup>®</sup>**  
**F O C U S A**  
**FADONA**

Distributed to an exclusive list of directors of nursing, assistant directors, nurse administrators & service providers for skilled nursing facilities in Florida.

More than 1,300 issues are published & distributed directly to your target market. In addition, all FADONA members receive a copy of the *FADONA Focus*.

Advertising within the *FADONA Focus* quarterly assures your company's information hits the desks of those important influential figures in long-term care facilities.

Every issue contains hot topic news written and read by Florida's long-term care professionals making every page valuable.

FADONA is a non-profit organization making it possible to achieve your marketing goals while spending less. The low-cost and stream-lined direct marketing goes unmatched.

Page Size	Ad Dimension	Cost	Design Fee
1/6 pg H	4. x 2	\$165	\$55
1/6 pg V	2 x 4.25	\$165	
1/3 pg H	4 x 4.25	\$250	\$75
1/3 pg V	2 x 8.75	\$250	
1/2 pg	7.5 x 4.25	\$375	\$85
2/3 pg	4 x 8.75	\$500	\$95
Full page	8 x 10.50	\$750	\$125
Inside Cover	8 x 10.50	\$825	
Back Cover	8 x 10.50	\$900	

**File Formats**

Accepted digital formats: PDF, 300dpi Photoshop TIFF, Illustrator EPS or PageMaker 7\* or Adobe CS4\* (\*fonts/graphics included).

**Color**

1=B/W. 2=Bk + PMS 1788

**Discounts**

FADONA Alliance Council and Patron members are entitled to a 10% discount on all advertising or a 15% discount on four (4) consecutive prepaid ads. \*\*Advertise in the pre-convention issue & run the same ad in the Annual Convention program at 50% off the regular rate.

**CALL**



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683-0037**

**FAX**



**561  
689-6324**

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**graphics@  
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**MAIL**



**400 Executive  
Center Drive  
Suite 208**

**Florida Association Directors of Nursing Administration/LTC**

This is a 2-color publication. The colors are limited to black and PMS 1788. The rates above are not commissionable and assume that artwork will be provided by the advertiser. Column width is 2<sup>5/16</sup>".

# FADONA FOCUS

Florida Association Directors of Nursing Administration/LTC



## Advertisers Insertion Order

- Please type or print: 1. Complete and sign the contract below,  
2. E-mail or fax the insertion order to [icordes@bellsouth.net](mailto:icordes@bellsouth.net) or (561) 689-6324,  
3. Submit your artwork, and 4. Mail a check for the amount payable to FADONA.

Name of Company: \_\_\_\_\_ Alliance Council/Patron Member: \_\_\_\_\_  
Renewal Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_; Fax: \_\_\_\_\_; E-mail: \_\_\_\_\_

### CHECK-OFF THE ADVERTISEMENT SIZE YOU WISH TO PLACE:

Page Size	Ad Size*	Cost
_____ 1/6 page-H	4 <sup>29/32</sup> x 2	\$165
_____ 1/6 page-V	2 <sup>5/16</sup> x 4 <sup>1/4</sup>	\$165
_____ 1/3 page-H	4 <sup>29/32</sup> x 4 <sup>1/4</sup>	\$250
_____ 1/3 page-V	2 <sup>5/16</sup> x 8 <sup>3/4</sup>	\$250
_____ 1/2 page	7 <sup>1/2</sup> x 4 <sup>1/4</sup>	\$375
_____ 2/3 page	4 <sup>29/32</sup> x 8 <sup>3/4</sup>	\$500
_____ Full page	8 x 10	\$750
_____ Inside covers	8 x 10	\$825
_____ Back page	8 x 10	\$900

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\*\* Advertise in the pre-convention issue and run the same ad in the Annual Convention program at 50% off the regular rate.

Number of ads: \_\_\_\_\_; Issue Dates \_\_\_\_\_

Cost per ad: \$ \_\_\_\_\_; Total : \$ \_\_\_\_\_

\*\* Yes, run the same ad in the Annual Convention Program at 50% off.

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Check-off one: \_\_\_\_\_ Run existing ad; or \_\_\_\_\_ Ad is coming from \_\_\_\_\_

As the exclusive advertising sales agent, Corecare Associates, Inc. is pleased to be able to offer you this affordable 2-color advertising space (black + PMS 1788) — quoted net, non-commissionable, as single insertions. Please make your check payable to **FADONA** and send it with your artwork (where applicable) directly to:

**Ian Cordes, Director of Operations, FADONA**  
400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401  
(561) 683-0037 • Fax: (561) 689-6324 • [icordes@bellsouth.net](mailto:icordes@bellsouth.net)

\* All ad dimensions are in inches. For maximum results, artwork should meet the following specifications for artwork provided @175 lsi: The most preferable format is high-resolution PDF, EPS, or tif files; or Adobe CS files. Neither Corecare nor FADONA is responsible for proofing ads and neither endorses the products/services of the advertisers. Advertisers are responsible for proofing their own ads. **FADONA reserves the right to refuse any advertisement it determines is inappropriate for publication in FADONA Focus.**