



McKnight's  
**AssistedLiving**  
BUSINESS STRATEGIES, RESIDENT CARE AND NEWS

# Media Kit

## 2012

McKnight's  
INDUSTRY  
**Directory**

McKnight's  
Long-Term Care News & Assisted Living  
[www.mcknights.com](http://www.mcknights.com)

McKnight's  
PRODUCT  
**buzz**

McKnight's  
Long-Term Care News & Assisted Living  
**Daily Update**

McKnight's  
WEEKLY ROUNDUP

McKnight's  
SpotlightOn

McKnight's  
ONLINE EXPO

McKnight's  
LONG-TERM CARE NEWS  
Webcasts

# 2012 Editorial Calendar



Issue and Deadlines	Special Report	Special Feature	Marketing Focus	Events	Value Added
<b>February</b> Space 12/21/11 Material 01/10/12	Information Technology	Finance	Resident Security		Product focus: Activities
<b>April</b> Space 2/15/12 Material 2/29/12	Medication Services & Delivery	Brain Fitness	Information Technology	ALFA Conference LeadingAge Conference	ALFA Showstoppers
<b>June</b> Space 3/29/12 Material 4/11/12	Bathing/Lifts	Design: Furniture & Furnishings	Activities	NADONA/WOCN Conference	Product Focus: Resident Security
<b>August</b> Space 6/13/12 Material 6/26/12	Resident Security	Finance	Design: Furnishings & Interiors	NIC Conference	Product Focus: Information Technology
<b>October</b> Space 7/31/12 Material 8/13/12	Laundry/Housekeeping	Activities	Resident Security	LeadingAge Annual Meeting AHCA Convention	Product Focus: Finance
<b>December</b> Space 10/16/12 Material 10/29/12	Information Technology	Resident Security	Transportation		Product Focus: Bathing/Lifts

\*Information subject to change



## Staff List

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**Midwest/West Coast Account Manager:**  
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**Sales Executive:** Andrew Riviere  
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**Office Manager:** Christine Marzillo  
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**Job Opportunities Advertising**  
 Russell Johns Associates, LLC  
 Tel: (877) 394-1388/Fax: (727) 445-9380  
 e-mail: MLTCN@russelljohns.com  
 Web site: www.russelljohns.com

# Advertising Rate Card



## Display Black and White Rates (Gross)

	1x	3x	6x	12x	25x	36x
<b>Page</b>	3,195	3,045	2,895	2,770	2,535	2,405
<b>Island 1/2 page</b>	2,285	2,185	2,075	1,995	1,740	1,775
<b>1/2 page</b>	2,075	1,975	1,880	1,795	1,645	1,575
<b>1/3 page</b>	1,610	1,530	1,455	1,415	1,270	1,205
<b>1/4 page</b>	1,285	1,215	1,165	1,110	1,015	965
<b>Bottom Line</b>	1,145	1,050	995	920	860	790

## Position Charges

Cover 4	20% on earned b/w rate
Cover 3	10% on earned b/w rate
Cover 2	15% on earned b/w rate
Center	15% on earned b/w rate
Page 1	15% on earned b/w rate
Edit Page	10% on earned b/w rate

## Color Charges (Gross)

4 Color	1,630
2c Match	818
2c Stand	569
5 Color	1,837

## Display Sales Contacts

**Vice President, Publisher:**  
 Karmen Maurer  
 Tel: (970) 689-3813  
 e-mail: karmen.maurer@mcknights.com

**East Coast Account Manager:**  
 Denise De Vito  
 Tel: (847) 784-8706, Ext. 19  
 e-mail: denise.devito@mcknights.com

**Midwest/West Coast Account Manager:**  
 Jason O'Grady  
 Tel: (773) 772-8380  
 e-mail: jason.ogrady@mcknights.com

## Classified Sales Contacts

**Sales Executive:** Andrew Riviere  
 Tel: (847) 784-8706, Ext. 17  
 e-mail: andrew.riviere@mcknights.com




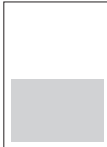


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## Classified Black and White Rates (Gross)




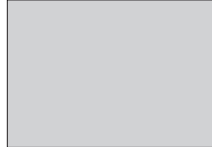

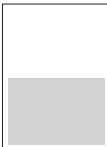

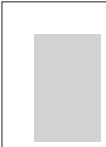

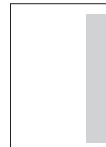


	1x	4x	12x
<b>2 column x 2"</b> or <b>1 column x 4"</b>	850	780	705
<b>Quarter Page</b>	1,195	1,055	975
<b>Half Page</b>	1,740	1,680	1,630

Color Rates: Add \$95 for 2-color or \$235 for 4-color

## Classified Ad Size Specifications

		
2 column x 2" 3.42" w x 2" h	1 column x 4" 2" w x 3.42" h	Quarter Page 3.42" w x 4.125" h
		
Half-Horizontal 7" w x 4.125" h	Half-Vertical 3.42" w x 8.65" h	Full Page Trim 7 3/4" w x 10 1/2" h

## Display Ad Size Specifications

				
Full Page Trim 7 3/4" w x 10 1/2" h	Bleed Full page 8" w x 10 3/4" h (Live Area: 7 1/4" w x 10" h)	Double Page 15 1/2" w x 10 1/2" h (Live Area: 15" w x 10" h)	Bleed DPS 16" w x 11" h	Bottom Line 7" w x 1 1/8" h
				
1/2 Horizontal 7" w x 4 1/2" h	1/2 Vertical 3 3/4" w x 9 1/2" h	1/2 Square Island 5" w x 6 3/4" h	1/4 Horizontal 7" w x 2 1/4" h	1/4 Vertical 1 3/8" w x 9 1/2" h
				
1/4 Square Island 3 3/8" w x 5" h	1/3 Horizontal 7" w x 3" h			

## Digital File Formats

The pages of *McKnight's Long-Term Care News* magazine are created on an Apple Mac. All advertisements must be saved for Macintosh format, ideally a high resolution press optimized PDF.

All ads supplied must have all fonts either made into outline or embedded within, no true type fonts. This helps eliminate re-flowing and font clash issues. Files should be saved as eps, tiff or JPEG, high resolution (at least 300 dpi) and as CMYK and not RGB.

**Inserts and Postcards:** Contact sales representative.

**Mechanical Specifications:** Accepted Materials: Electronic Digital File. A SWOP standard proof of the file supplied at 100% size is required for all ads. Typesetting, camera work, stripping, scanning, film conversion and file manipulation will be billed at cost when required to convert to a useable electronic digital file.

**Line Screen (B/W, 2/C, 4/C):** Maximum 133; acceptable 120

**Density:** B/W, 2/C maximum 160% to 170%; 4/C maximum 260% to 280%

**Standard Colors:** Red (100% magenta and 100% process yellow), magenta, process yellow, cyan and green (100% cyan and 100% process yellow). Colors conform to Standard Web Offset Printing (SWOP) specifications.

**Proofs:** B/W, 2/C, 3/C ads require a digital proof at 100% size of the file supplied. 4/C ads require a Kodak Approval or equivalent SWOP standard color proof at 100% size of the file supplied. In order to ensure that everything runs smoothly, we require SWOP-certified or Kodak Approval hard copy color proofs for new ads. If ads are supplied without a color guide, 100% of actual ad size, then McKnight's cannot accept responsibility for final printed color and content. Haymarket Media will not be held responsible if no proof is provided.

**Paper Stock:** 45# Grade 4 Stock

**Shipping Instructions:** Printing materials and instructions to:  
 Ad Production Department  
 McKnight's Assisted Living  
 Michelle Zuhlke  
 114 W. 26th Street  
 4th Floor  
 New York, NY 10001  
 Phone: (646) 638-6126  
 Fax: (646) 638-6120  
 E-mail: michelle.zuhlke@mcknights.com