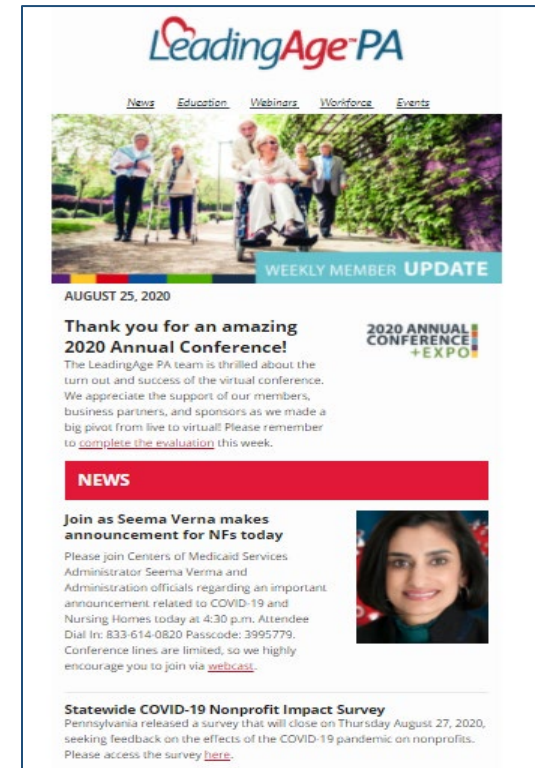# LeadingAge™PA

BUSINESS MEMBER

Do you want to increase your company's visibility within LeadingAge PA membership?
Are you looking for the best source to reach the most LeadingAge PA members while maximizing your ad dollars?

We can help!

The new LeadingAge PA Weekly Member Update is sent every Tuesday to all LeadingAge PA members! This digital publication highlights industry news, educational opportunities, webinars, workforce information, and upcoming events.

LeadingAge PA is excited to offer digital ad space available in our weekly member newsletter or on webpages targeted to specific service lines! **Reach nearly 5,000 members and industry contacts** with this opportunity exclusive to LeadingAge PA Business Members. Various ad sizes and placements are available.

For more information, including package options, please contact Natalie MacDonald, Director of Corporate Partnerships, at nmacdonald@leadingagepa.org or 717-790-3971.

LeadingAge PA Weekly Member Update Paid Ads
2020-2021 Pricing

2" x 2" standard placement ad (2 available per weekly update)
 Location – Top half of newsletter
 Cost - $350

1"x 3" standard placement ad (2 available per weekly update)
Location – Bottom half of email
Cost - $300

8" x 1.5" banner ad (2 available per weekly update)
Cost is determined by placement
Top half of email - $350
Bottom half of email - $300

Ad sales for any one weekly update will not exceed six placements: 4 standard placement ads, 2 banner ads

Package Options:

- 2"x2" ad run once a month for 3 months: $950
- 1"x3" ad run every week for a month (4 ads): $1,200
- 2"x 2" ad run once a quarter for the year: $1,200

Ask me about custom packages!

Ad placement on the News sections for each segment of care (5)

- Directly target specific audience: AL/PC, Skilled Nursing, Affordable Housing, Home & Community Based Services
- Cost is $150 per care section on the webpage, per week
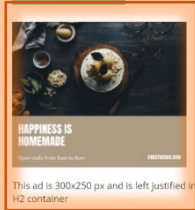- Various ad sizes available (see images below)
- Custom packages available

SKILLED NURSING

09/15/2020

Antigen Testing Update: Nursing Facilities are Finding False Positives with the BD Veritor Antigen Testing Machines

Antigen testing update: We are beginning to hear that nursing facilities are finding false positives with the BD Veritor antigen testing machines.

Read More

09/15/2020

Revisions to the Families First Corona Response Act Narrow the Scope of Exempt Employees

Revisions to the Families First Corona Response Act (FFCRA) narrow the scope of exempt employees. FFCRA implemented mandatory FMLA and paid time off requirements for employers with fewer than 500 employees and for health care workers.

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H2 Container Ad

HAPPINESS IS HOMEMADE

This ad is 300x250 px and is left justified in an H2 container

Read More

Read More

Control Recommendations for Patients el Coronavirus (COVID-19) in a Health Care
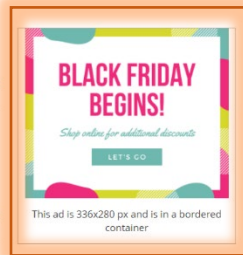
Read More

g to Legionella...

Read More

SPRING BABY SHOWER SALE
Up to 40% on spring gifts!

CODE: 85940

This ad is 160x600 px and is in a regular (non-border) container

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Read More

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ganizations...

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llion in Direct Care Worker

Read More

BLACK FRIDAY BEGINS!
Shop online for additional discounts

LET'S GO

This ad is 336x280 px and is in a bordered container

CCRC News Test

09/15/2020

Revisions to the Families First Corona Response Act Narrow the Scope of Exempt Employees

Revisions to the Families First Corona Response Act (FFCRA) narrow the scope of exempt employees. FFCRA implemented mandatory FMLA and paid time off requirements for employers with fewer than 500 employees and for health care workers.

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