

Live Life  
Without  
Limitations



# World of Possibilities

M A G A Z I N E

**All This Free!**  
With every ad you get...  
Distribution to thousands of readers  
Opportunity to submit articles  
Listing in Advertiser's Index  
Hot Link to Your Website  
from your ad

**It's What Everyone  
is Talking About!**

Introducing the freshest,  
most exciting online disabilities  
**FLIPBOOK** magazine anywhere!

**Call Today for Best Ad Placement!**



**A Lifestyle Magazine  
Serving the Local  
Disabilities Community**  
MD/DC/VA Edition

[www.caringcommunities.org](http://www.caringcommunities.org) | 410.549.5707

Caring Communities, Inc. is a Nonprofit 501(c)3 Organization

Here's the Scoop...

## Online Flip-Book Magazine

- Visually Exciting & User-Friendly Format
  - Mobile-friendly responsive design
  - Free Distribution to Thousands of Readers per Edition in MD, DC & VA and beyond
  - Full-Color Ads hot linked to your website
  - Affordable Rates
  - Bi-Annual Publication
  - Distributed and Endorsed by Local, State & National Organizations
- A Great Compliment to our World of Possibilities Expo**



## What It's All About...

**Informative content including local issues and disability-related features, disability-related equipment, products and goods for children and adults, their families and service providers**

Features include topics such as health, employment, technology, education, sports, travel, universal design, mental health, accessibility (parks/restaurants-rating), diversity, humor, transportation/mobility, housing, women's health, respite, self advocacy, self determination, inclusion, waivers, legislation, agency highlights, sibling issues, transition, safety, current trends and more! Editorial contributors include individuals with disabilities, family members, industry experts and service providers.

## Our Targeted Distribution System Reaching the Entire Disabilities Community Online

**Extensive Email List:** Our huge mailing list of over 20,000 email contacts maintained by Caring Communities.

**Expo Attendees:** Prominently featured at each Expo and in the Program Booklet, every attendee will have access to the FREE link to the magazine.

**Community Partners:** State and Local agencies, non-profit organizations, advocacy groups and others serving the disabilities community.

**In the Community:** Rehab facilities, schools, hospitals, libraries, clinics and doctor's offices.

**Social Media:** An extensive social media campaign with paid advertising to reach all segments of the disabilities community.

VISIT US ONLINE AT [www.caringcommunities.org](http://www.caringcommunities.org)  
OR EMAIL US AT [magazine@caringcommunities.org](mailto:magazine@caringcommunities.org)

	Deadline	1/2 Page	Full Page
<b>Fall 2024 Edition</b>	September 15	<b>\$200</b> 4 5/8"W x 3 1/2"H	<b>\$300</b> 4 3/4"W x 7 1/4"H
<b>Spring 2025 Edition</b>	March 15	<b>\$200</b> 4 5/8"W x 3 1/2"H	<b>\$300</b> 4 3/4"W x 7 1/4"H

CALL CARING COMMUNITIES  
**410-549-5707**  
IN COLLABORATION WITH MILESTONE MEDIA GROUP, INC.

CONTACT A MEMBER OF OUR FRIENDLY SALES STAFF TODAY!

### ADVERTISING INSERTION ORDER

Expires April 1, 2025

#### BILLING INFORMATION

**1** COMPANY \_\_\_\_\_  
 AGENCY (if applicable) \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_  
 BILLING ADDRESS \_\_\_\_\_  
 \_\_\_\_\_  
 PHONE \_\_\_\_\_  
 FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

#### LISTING NAME (As you would like it to be printed)

COMPANY NAME \_\_\_\_\_  
 \_\_\_\_\_  
 WEBSITE (Your ad will link to this page) \_\_\_\_\_  
 \_\_\_\_\_

Optional: For Electronic Promotions

Facebook \_\_\_\_\_  
 Instagram \_\_\_\_\_

2a INSERTION ORDER: Ad prices include FULL COLOR, a 6-month run, listing in the Advertiser's Directory			
EDITION - Check box	DEADLINE	1/2 page	Full Page (See 2c)
<input type="checkbox"/> Fall 2024 Edition	September 15	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$300.00
<input type="checkbox"/> Spring 2025 Edition	March 15	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$300.00

**2b** MULTIPLE INSERTIONS  (10% OFF TOTAL FOR MULTIPLE INSERTIONS-MULTIPLE ADS IN ONE EDITION OR ONE IN EACH OF TWO EDITIONS)

**2c** ARTICLE PLACEMENT: Each Full Page Ad qualifies Advertiser to submit an article for publication in the magazine, subject to editorial guidelines, editorial review and space availability. Content **MUST** be received before stated deadline

Brief description of article topic: \_\_\_\_\_

#### 3 SUBMITTAL OPTIONS - SELECT ONE:

- Please have *Caring Communities* design my ad (additional fees apply). \$50 fee applies per ad
- Electronic File Submittal (by e-mail, see mechanical specifications) submit to sharon@caringcommunities.org.
- USE MY EXISTING AD(S) ON FILE
  - as last printed
  - with modification(s) (please note)



Return Form To:  
 CARING COMMUNITIES  
 1341 West Liberty Rd.  
 Sykesville, Maryland 21784  
 accounts@caringcommunities.org  
 Phone: 410-549-5707  
 Sales: 443-622-5983  
 Fax: 410-549-6467

#### 5 Payment Options: (Please Check One)

**TERMS:** Full payment must accompany this contract. Ads will not be placed until payment is received

Check: Make Check Payable To: **Caring Communities, Inc.**

Credit Card:  VISA  MC  AMEX  DISC

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code # (on back of card) \_\_\_\_\_

Billing address of credit card:  Same as above

Different Billing Address: \_\_\_\_\_

#### 4 TOTAL COSTS

Ad Costs (2a) \$ \_\_\_\_\_  
 Less Discount (2b) \$ - \_\_\_\_\_  
 Design Fee (3) \$ \_\_\_\_\_  
 TOTAL DUE \$ \_\_\_\_\_

Pay Online: Please provide me a payment link.  
 Billing email: \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

*The above signature indicates agreement with all terms and conditions on rate card (also on back of this form) that expires on April 1, 2025.*

# MECHANICAL SPECIFICATIONS

## ELECTRONIC FORMAT

All ads are accepted in electronic formats only. Because the magazine will support zoom-in, please save all ads at .300dpi resolution. Save color in RGB mode.

- Type of files accepted:
  - TIFF – Save all photos at 300 dpi and line art at 600 dpi minimum.
  - JPG – This is not always the best format, please ensure the image is not grainy or pixelated.
  - PDF – Use Acrobat 8.0 compatibility, no compression or downsampling.
- Save all files in RGB Color Mode,

## SUBMISSION

Please submit ad files and article submissions via email to [sharon@caringcommunities.org](mailto:sharon@caringcommunities.org). Call 410-549-5707 for more information.

## AD SIZES: Publication Size 5.5" x 8.5"

Full Page (with white border) 4.75" W by 7.25" H

Full Page w/bleed:  
extend background bleed to 5 3/4" by 8 3/4"  
keep live image within: 5" by 8"

Half Page: 4.625" W by 3 1/2"

## COLOR

All colors are web colors (RGB), please save ads in RGB Mode.

## PLACEMENT

Placement is limited to section of choice, except Bizcards. Requests for placement preferences will be considered on a first-come, first-served basis, subject to the discretion of publisher.

## TERMS & CONDITIONS:

1. *CARING COMMUNITIES, INC.* does not endorse advertisers and does not guarantee the accuracy of any claims made by advertisers.
2. All orders are subject to publisher's acceptance. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the publication. Article submittals, open to Full Page advertisers, is subject to editorial review, editorial standards, and space availability. No guarantee of article publication is made, publication of articles is at the sole discretion of the Publisher, and failure to publish an article submitted does not constitute a breach of this agreement or cause for refund.
3. *CARING COMMUNITIES, INC.* endeavors to provide completely accurate information in all advertising. Proofs on advertisements created by the publisher will be forwarded for approval. If changes or corrections are needed, they must be so noted on the proof and the proof returned to the publisher within one week of its receipt by the advertiser. Otherwise, no guarantee can be made of the changes requested.
4. By signing the Ad Placement Agreement, advertiser understands that payment is due by the due date for that edition or publication of material submitted will not occur. This agreement is entered into and governed by the laws of the State of Maryland.
6. The advertiser shall indemnify and hold harmless Caring Communities, its agents and employees, from and against any and all actions, claims, liabilities, demands, costs and expenses, including costs and attorney fees, from the publication of advertising material, or the content of any text, illustrations or copyrights, furnished by the advertiser. Advertiser offers art and images that are believed to free of any copyright infringement.

## EDITORIAL GUIDELINES FOR ARTICLE SUBMISSION:

1. Article submittals, open to Full Page advertisers, is subject to editorial review, editorial standards, and space availability. No guarantee of article publication is made, publication of articles is at the sole discretion of the Publisher, and failure to publish an article submitted does not constitute a breach of this agreement or cause for refund.
2. Articles may be submitted in any electronic format. All submittals are subject to editorial review, changes in format, grammar, voice and tone. Some submittals may be shortened depending upon space available.
3. Content must be of general public interest, written in a concise and authoritative voice, and must avoid becoming an Advertorial, such as an explicit endorsement of your company, its products or services. This is NOT an extension of your advertisement, let your ad do the selling, the article should establish the author as an expert in the field with valuable proprietary knowledge.
4. The author is allowed a short biography establishing themselves as an expert, including company and contact info. This is best placed at or near the end of the article. In addition, a by-line with the Author's name and company affiliation is typically used under the Article Title.
5. The article title should be related to the content subject. Article titles are subject to change.
6. Articles should be approximately 250 to 1000 words long, written in plain language, avoid jargon or acronyms as much as possible, and must avoid mentioning negatives about other people, products or specific services. Images may be submitted with the article, author offers art and images that are believed to free of any copyright infringement.
7. Reviews are allowed as long as the content is identified as a review. A review is an unbiased opinion of a book, movie, television show, play, restaurant or other publicly accessible space or entity.