

TURNING RIPPLES INTO WAVES:

10 YEARS – 10,000 PIONEERS



THE CULTURE CHANGE MOVEMENT



Pioneer Network

Turning Ripples into Waves is the seventh national conference of the Pioneer Network. Previous Pioneer Network conferences have been wildly successful, selling out again and again, with attendees coming from throughout the United States, Australia, Europe and Canada to learn about culture change in the long-term care field.

This conference will attract more than 800 participants—CEOs, CFOs, DONs, administrators and direct care workers—who represent skilled nursing facilities, assisted living and independent living facilities, continuing care retirement communities, senior housing and home and community-based service providers across the nation.

Each of the conference attendees will receive a conference program upon registration. This program will be their guide for this three-day event, so it presents an excellent opportunity for advertisers to send a message that will be seen and remembered.

Pioneer Network

7TH NATIONAL CONFERENCE

August 1-3, 2007

Minneapolis South, Minnesota

ADVERTISING OPPORTUNITY

Ad Size/Placement

Cost

quarter page , black and white 3.5" wide x 4.75" high	\$350
half-page , black and white 3.5" wide x 9.75" high or 7.25" wide x 4.75" high	\$600
full page , black and white 7.25" wide x 9.75" high	\$1,000
inside back cover , full page, full color 7.25" wide x 9.75" high	\$1,500
back cover , full page, full color 7.75" wide x 10.25" high	\$2,000
inside front cover , full page, full color 7.25" wide x 9.75" high	\$2,500

NOTE: Ads located on the inside front cover, inside back cover and back cover will be four-color. All other ads will be black and white.

Deadlines

Ad Reservations and Payment:
April 15, 2007

Ad Submissions:
May 15, 2007

Payment

Checks should be sent to:
Pioneer Network
PO Box 18648
Rochester, NY 14618

Ad Materials

Electronic ads may be submitted as:

pdf: embed all fonts, minimum resolution 300 dpi for grayscale and color art, 600 dpi for monochrome images

eps or ai: all fonts converted to outlines, placed images linked

jpg: minimum resolution 300 dpi

Quark: files will be accepted in Mac format only, all fonts and images must accompany the document

PowerPoint, Word and Publisher files will not be accepted.

Negatives: Ads may also be submitted as negatives, right reading, 133 line screen. Please include a reference print.

Ad Submission

By May 15, ad materials must be sent to:
Hype
78 Merchants Rd.
Rochester, New York 14609

Electronic files can be emailed to:
cbassett@rochester.rr.com



Pioneer Network in Culture Change
PO Box 18648
Rochester, New York 14618