

Digital Platform	Placement	Dimensions	Price
<b>EFAmagazine.com</b> All placements served ROS; pricing based on SOV (see diagram on next page)	Top Leaderboard*	728x90	\$1,755/Month
	Top Large Rectangle	300x600	\$2,115/Month
	Top Rectangle	300x250	\$1,755/Month
	2nd Rectangle	300x250	\$1,390/Month
	3rd Rectangle	300x250	\$1,210/Month
	Anchor*	728x90	\$975/Month
	Native Advertising	-	\$1,695/Month
<b>High-impact Placements</b> All high-impact placements served once per unique per 24 hours	Prestitial	600x400	\$1,995/Month
	Interstitial	600x400	\$905/Week
	Wallpaper	1000x30	\$2,790/Month
<b>Weekly eNewsletter</b>	Top Leaderboard	728x90	\$1,390/Month
<b>Custom eBlasts</b> Sent to entire EFA eBlast audience	Custom eBlast	Custom HTML	\$5,195/Each
<b>Digital Edition</b>	Cover Sponsor (left of cover & top right logo)	472x570 88x31	\$1,390/Month
	Skyscraper Left	190x783	\$1,390/Month
	Skyscraper Right	190x783	\$1,390/Month
<b>White Paper</b>	1 Month	-	\$425
	3 Months	-	\$905
	6 Months	-	\$1,335
<b>Webinar</b>	Custom-Sole Sponsor	-	\$9,995
<b>Lead Generation</b>	Please consult with your rep		
<b>Social Targeting Extension Program (STEP)</b>	Please consult with your rep		

\*Optional 300x50 mobile leaderboard should be submitted in order to serve the leaderboard/anchor on mobile devices.

All rich media ad units should be 3rd party served. Serving fees apply if client/agency does not pay directly. Our ads are served through Dart for Publishers (DFP).

Creative Delivery Deadline: 5 full business days for standard media. Ten full business days for rich media and video.

Email all creative submissions to Ad Operations and Media Trafficking at: creative@emeraldexpo.com; please include IO.

## Contact your EFA rep today:



**SCOTT C. GOIST**  
 Publisher  
*Environments for Aging*  
 Companies: H-S  
 216.288.4170  
 scott.goist@emeraldexpo.com



**CINDI RICHARDSON**  
 National Account Manager  
*Environments for Aging*  
 Companies: #s, A-G, T-Z  
 661.644.4222  
 cindi.richardson@emeraldexpo.com

Top Leaderboard  
970 x 90 (Desktop)

Top Leaderboard  
728 x 90 (Tablet)

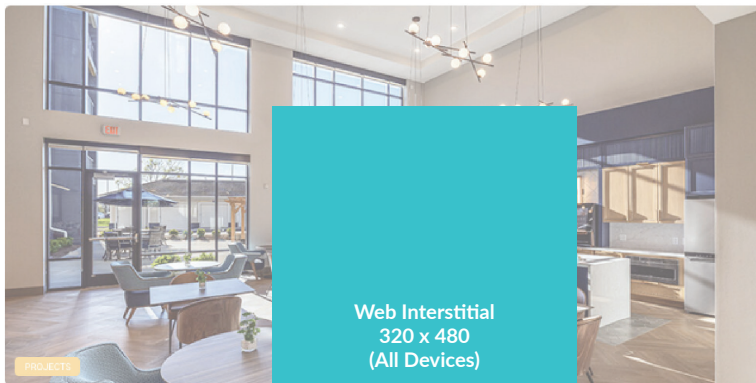
Top Leaderboard  
320 x 50 (Mobile)

environments  
for aging

LATEST ▼ TOPICS ▼ PROJECTS ▼ PRODUCTS ▼ OUR EVENTS ▼ COMPETITIONS ▼ MORE ▼ SUBSCRIBE

Trending [Next Wave nominations](#) [55+ senior living](#) [New product roundup](#) [Senior living expansion](#) [55+ senior living](#)

Search...



Web Interstitial  
320 x 480  
(All Devices)

## Viva Bene St. Peter's Tour

The 55+ active adult community is... provides access to on-site wellness and healthcare services.

## St. Peter's: Photo

### Featured

New Product Roundup For  
Senior Living Design

Medium Rectangle  
300 x 250  
(All Devices)

### Latest Posts



## What's New For the 2026 Environments For Aging Conference + Expo In Phoenix

A refreshed format and schedule, as well as new and expanded opportunities for networking, highlight changes to the conference this year.

NEWS OCTOBER 15

Half Page  
300 x 600  
(Desktop)

300 x 250  
(Mobile, Tablet)

## Plumas District Hospital Opens New Skilled Nursing Facility In Quincy, California

The new facility houses 36 beds, a modern kitchen and dining area, therapy and meeting rooms, social activity spaces, and sitting rooms.

NEWS OCTOBER 15

Bottom Leaderboard + Billboard  
970 x 250, 970 x 90, 728 x 90 (Desktop)  
300 x 250 (Mobile)  
728 x 90 (Tablet)

Anchored Leaderboard  
970 x 90, 728 x 90 (Desktop), 320 x 50 (Mobile), 728 x 90 (Tablet)

environments  
for aging

OUR  
ER!