Caldwell & Associates Design Request / Specifications

**OVERVIEW**  
We are a commercial insurance agency. This means we don’t sell insurance to individuals (home, auto, etc) but we do sell insurance to business owners. In addition, we only deal in a few industries. We call these our CORE industries. 95% of our clients are in one of our core industries.

Most of our clients are in the HOMECARE industry. My clients basically send their employees (Nurses, Therapists, CNA’s) into people’s homes to provide medical care, or just companion care. They do not have a facility with Beds – no in-patient care.

**ADVERTISING HISTORY**  
Our primary method of advertising is with the online marketing company, Constant Contact. ([www.constantcontact.com](http://www.constantcontact.com))

**AD SPECIFICATIONS**  
Our Current Ads (PDF’s of Ads included) are **600px X 750px** in size.

**ASSOCIATION RELATIONSHIPS**1. In the State of Utah, we have the direct endorsement from 1) Utah Association for Home Care, **UAHC** and 2) Utah Hospice & Palliative Care Organization, **UHPCO**.

2. California: In the State of California, we are an Affiliate Member of the association – no direct endorsement. We are authorized to use the logo, but no wording is to be added to the logo. The name of the California association is “California Association for Health Services at Home. The acronym is **CAHSAH.**

**DESIGNS REQUESTED**While some of the below indicate NO LOGO – the Caldwell & Associates Logo should be used on all ads.

1. 600px X 750px designed for CALIFORNIA using the CAHSAH Logo
2. 600px X 750px designed for CALIFORNIA – NO LOGO – but using “California” (See example)
3. 600px X 750px Designed for UTAH using the UAHC and UHPCO Logos
4. 600px X 750px Designed as GENERIC – NOT STATE SPECIFIC