



Semi-Annual Advertising Agreement

Return To:

Advertise@AlternativesforSeniors.com
Fax to: 800.350.0771

Check the Edition for Insertion:

Chicago & Suburban Areas

- Spring/Summer 2023
- Fall 2023/Winter 2024
- Spring/Summer 2024

Michigan - Southeastern Areas

- Summer/Fall 2023
- Winter/Spring 2024
- Summer/Fall 2024

Please Note:

All rates shown are per edition.
Editions printed twice a year.

Index Listing: (choose level of care)

- Senior Housing Index Listing:**
Choose Housing Index(s): ___ Senior Apartments ___ Independent Living
 ___ Assisted Living ___ Memory Care
- Additional Index Listing(s):** (for the same location at HALF PRICE)

Quantity	Rate Per Issue	Total
_____ @	\$415 ⁰⁰	= \$ _____
_____ @	\$207 ⁵⁰	= \$ _____

- Nursing/Rehab Center Index Listing:**
- Additional Index Listing(s):** (for the same location at HALF PRICE)

_____ @	\$255 ⁰⁰	= \$ _____
_____ @	\$127 ⁵⁰	= \$ _____

- Senior Service Index Listing:**
- Choose Service Index(s): ___ Home Care ___ Adult Day ___ Hospice Care
- Additional Index Listing(s):** (for the same location at HALF PRICE)

_____ @	\$255 ⁰⁰	= \$ _____
_____ @	\$127 ⁵⁰	= \$ _____

- Resource Index Listing:**
- ___ Financial Services ___ Geriatric Care Managers ___ Home Delivered Meals
- ___ Legal Services ___ Medical Services ___ Medical Supplies/Equip.
- ___ Long Term Care Insurance ___ Moving Services ___ Physician - Home Visits
- ___ Real Estate Services ___ Senior Services ___ Transportation
- ___ Other (may need Publisher approval)
- Additional Index Listing(s):** (for the same location at HALF PRICE)

_____ @	\$295 ⁰⁰	= \$ _____
_____ @	\$147 ⁵⁰	= \$ _____

Descriptive Ad / Index Listing Combination: (choose level of care)

- Senior Housing Descriptive Ad/Index Listing:**
- Choose Housing: ___ Senior Apartments ___ Independent Living
- ___ Assisted Living ___ Memory Care
- Additional Descriptive Ad / Index Listing(s):** (for the same location at HALF PRICE)
- Additional Index Listing(s):** (for the same location at HALF PRICE)

Quantity	Rate Per Issue	Total
_____ @	\$940 ⁰⁰	= \$ _____
_____ @	\$470 ⁰⁰	= \$ _____
_____ @	\$207 ⁵⁰	= \$ _____

- Nursing/Rehab Center Descriptive Ad/Index Listing:**
- Additional Descriptive Ad / Index Listing(s):** (for the same location at HALF PRICE)
- Additional Index Listing(s):** (for the same location at HALF PRICE)

_____ @	\$595 ⁰⁰	= \$ _____
_____ @	\$297 ⁵⁰	= \$ _____
_____ @	\$97 ⁵⁰	= \$ _____

- Senior Service Descriptive Ad/Index Listing:**
- Choose Service: ___ Home Care ___ Adult Day ___ Hospice Care
- Additional Descriptive Ad / Index Listing(s):** (for the same location at HALF PRICE)
- Additional Index Listing(s):** (for the same location at HALF PRICE)

_____ @	\$595 ⁰⁰	= \$ _____
_____ @	\$297 ⁵⁰	= \$ _____
_____ @	\$97 ⁵⁰	= \$ _____

Display Ad: (Full Color – FREE Ad Design)

- Half Page:** (4-5/8" x 3-3/4") – Includes 1-Descriptive Ad and Index Listing
- Full Page:** (4-5/8" x 7-5/8") – Includes 3-Descriptive Ads and Index Listings
- Resource Ad:** (Resource Ads are Discounted 30% from above pricing) – Includes 1-Listing
- Choose Size: ___ Half Page: \$1,610 ___ Full Page: \$2,863

Quantity	Rate Per Issue	Total
_____ @	\$2,300	= \$ _____
_____ @	\$4,090	= \$ _____
_____ @	\$ _____	= \$ _____

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Additional Options:	Quantity	Rate Per Issue	Total
<input type="radio"/> Website Link: (Maximum 5 Locations)	_____ @	\$35 = \$	_____
<input type="radio"/> Featured Listing: (Includes Featured Banner, 5-Additional Photos & paragraph of text)	_____ @	\$90 = \$	_____
<input type="radio"/> Online Video Tour: (Call for details)	_____ @	\$45 = \$	_____

ANNUAL TOTAL CONTRACT = \$ _____

Community/Agency Information: *For multiple locations or Community/Agency names, please attach a separate sheet.*

Facility Name: _____
 Address: _____
 City: _____ County: _____ State: _____ Zip Code: _____
 Telephone Number: _____ Fax Number: _____
 Website Address: _____

Contact Information:

Name: _____ Title: _____
 Company: _____ Corporate Affiliation (if applicable): _____
 Address: _____
 City: _____ County: _____ State: _____ Zip Code: _____
 Telephone Number: _____ Fax Number: _____
 Email Address: _____

Please Check One:

- Please Bill Me** (Credit application to follow)
 Pay by Credit Card
 Mastercard Visa American Express Discover

Billing Contact and Email: _____
 Credit Card Number: _____ Expiration Date: _____
 Card Holders Name: _____ Security Code: _____
 Credit Card Billing Address: _____
 City: _____ State: _____ Zip: _____

Terms and Conditions

- In the event of late payment, Publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for monies owed plus 1.5% per month interest on amounts over 30 days past due.
- In the event the need arises to cancel order after approval of ad proof, but before actual printing, a 35% cancellation fee will be due and payable upon receipt. If ad is cancelled prior to ad proof approval, but client has received benefit of web placement and leads, a 20% cancellation fee will be due and payable upon receipt.
- For any account reaching 30 days past due, online advertisement may be suspended from website and further generated leads from print or web will cease. If toll free telephone number has been provided for print and/or online advertising, AFS reserves the right to inactivate the number until payment has been made – with no penalty to AFS, or discount to Client, for loss of leads/calls during which time the telephone number was inactive. If payment is subsequently brought up to date, all further leads and web listings will be reactivated.
- Renewal Notices will be sent to name, email address or fax number on original order form unless otherwise provided to AFS in writing prior to the renewal date. Renewal notices will be sent approximately 120 days prior to next directory. Unless client responds to renewal notices in writing of intent to discontinue advertising by date shown on renewal notice or with subsequent requests for copy changes, contract will renew "as is" for each subsequent AFS semi-annual issue.
- All advertisements are subject to Publisher's approval and agreement by the provider to indemnify and protect the Publisher from loss of expense or claims to suits based upon subject matter of each inclusion.
- Advertiser/agency represents and warrants it has rights to copy, distribute and use photos and other materials submitted and to give Publisher such rights and that these materials were neither produced by nor reproduced from any other source.
- Advertiser/Agency agrees that advertisements designed by Publisher's Graphics Department remain the property of AFS and will not be reproduced without approval.
- All advertisements are accepted and published upon the representations in this agreement. Advertiser/agency represents that it is authorized to publish the entire contents and subject matter of advertisement and that advertiser/agency will indemnify and hold Publisher harmless for any suits and costs arising from the publication of such advertisement, including suits for libel, violation of privacy acts, plagiarism, and copyright infringement.
- In the event of an advertising publication error arising from the fault of Publisher, liability shall be limited to the amount paid by the advertiser to for such advertisements.
- Provider agrees to indemnify publisher for any liability, loss or expense of claims or suits resulting from publication pursuant to agreement. Providers and/or their agents assume liability for all contract (including text representation and illustrations) printed and also assume liability for all claims arising thereof made against the Publisher. All submitted materials become the property of the Publisher.

I agree to the Terms and Conditions above.

Authorized By: _____ Date: _____