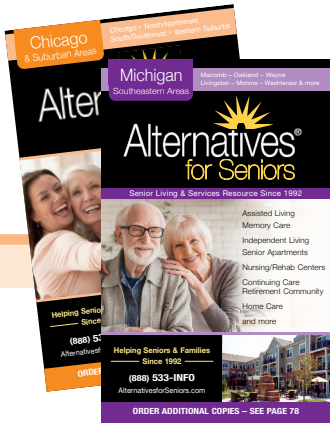


# Advertising Agreement

Special Offer  
Limited Time for New Advertisers



Return To:

Advertise@AlternativesforSeniors.com

Fax to: 800.350.0771

## PRINT DIRECTORY

Choose Directory:

- ☐ Chicago & Suburban Areas  
☐ Michigan - Southeastern Areas

- Choose Issue(s): ☐ Summer/Fall 2025 ☐ Winter/Spring 2026  
☐ Summer/Fall 2026 ☐ Winter/Spring 2027



Index Listing



Descriptive Ad



Display Ads

## SENIOR LIVING

Includes **FREE** Enhanced Listing on AlternativesforSeniors.com

Choose Senior Living Level(s) the Community/Communities will be advertising in:

- ☐ Senior Apartments ☐ Independent Living ☐ Assisted Living ☐ Memory Care ☐ CCRC ( Descriptive Ad ONLY )

Advertising Multiple Locations? Call for a Quote.

	Index Listing	Descriptive Ad & Index Listing	Quantity	Rate Per Issue	Total
Senior Living .....	<input type="radio"/> \$250	<input type="radio"/> \$560	_____ @ \$ _____	= \$ _____	
Additional Index(es) or Descriptive Ad/Index Combo(s): .....	<input type="radio"/> \$125	<input type="radio"/> \$280	_____ @ \$ _____	= \$ _____	
( for the same location at HALF PRICE )					

## NURSING/REHABILITATION CENTER

Nursing/Rehab Center .....	<input type="radio"/> \$150	<input type="radio"/> \$360	_____ @ \$ _____	= \$ _____	
Additional Index(es) or Descriptive Ad/Index Combo(s): .....	<input type="radio"/> \$75	<input type="radio"/> \$180	_____ @ \$ _____	= \$ _____	
( for the same location at HALF PRICE )					

## SENIOR CARE

Includes **FREE** Enhanced Listing on AlternativesforSeniors.com

Choose Senior Care Level(s) the Business(es) will be advertising in: ☐ Home Care ☐ Hospice Care ☐ Adult Day Services

Advertising Multiple Locations? Call for a Quote.

	Index Listing	Descriptive Ad & Index Listing	Quantity	Rate Per Issue	Total
Senior Care .....	<input type="radio"/> \$75	<input type="radio"/> \$150	_____ @ \$ _____	= \$ _____	
Additional Index(es) or Descriptive Ad/Index Combo(s): .....	<input type="radio"/> \$35	<input type="radio"/> \$75	_____ @ \$ _____	= \$ _____	
( for the same location at HALF PRICE )					

## DISPLAY ADS FOR SENIOR LIVING & CARE

Includes **FREE** Enhanced Listing on AlternativesforSeniors.com

\*\*\* FREE CREATIVE AD DESIGN \*\*\*

	Quantity	Rate Per Issue	Total
<input type="radio"/> Half Page: ( 4-5/8" x 3-3/4" ) — Includes 1-Descriptive Ad and Index Listing .....	_____ @	\$1,400 =	\$ _____
<input type="radio"/> Full Page: ( 4-5/8" x 7-5/8" ) — Includes 3-Descriptive Ads and Index Listings .....	_____ @	\$2,500 =	\$ _____

## ADDITIONAL OPTIONS - ONLINE: AlternativesforSeniors.com

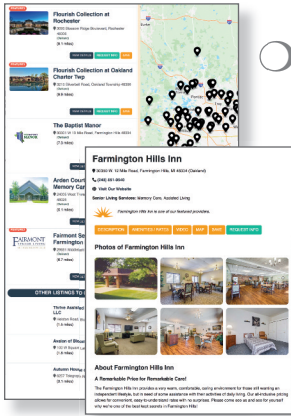
<input type="radio"/> Enhanced Listing — <b>INCLUDED</b> with ALL Print Advertising .....	_____ @	FREE =	\$ _____
<input type="radio"/> Website Link: ( Links AlternativesforSeniors.com users directly to your website ) .....	_____ @	\$35 =	\$ _____
<input type="radio"/> Featured Listing: ( Includes Featured Banner, 5-Additional Photos & paragraph of text ) .....	_____ @	\$90 =	\$ _____

**Please Note:** All rates shown are per issue.  
Directories printed twice a year.  
NEW Advertisers ONLY.

**SENIOR LIVING & CARE TOTAL** = \$ \_\_\_\_\_

# Advertising Agreement

**ONLINE ONLY OPTIONS - AlternativesforSeniors.com**



☐ **Featured Listing — Includes 5-Logos/Photos and 4-Paragraphs .....**

List your Senior Living or Care location online with up to 6 logo/photos of your choice plus up to 4-descriptive paragraphs and standard checklists showcasing the amenities & services your location offers with a direct link to your website AND A FEATURED BANNER.

☐ **Enhanced Listing — Includes 1-Logo/Photo and Paragraph .....**

List your Senior Living or Care location online with one logo or photo of your choice plus 1-descriptive paragraph and standard checklist showcasing the amenities and services your community offers with a direct link to your website.

Quantity	Rate Per Year	Total
_____ @	<b>\$360 =</b>	<b>\$ _____</b>
_____ @	<b>\$240 =</b>	<b>\$ _____</b>

**ONLINE ONLY TOTAL = \$ \_\_\_\_\_**

**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: \_\_\_\_\_