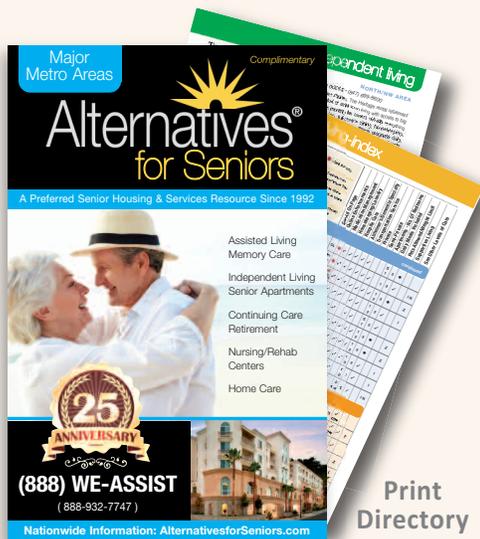


A Preferred Resource for Senior Housing and Services



Print Directory

Reach your Target Audience

We provide seniors, families and healthcare professionals with all the senior housing and care information available for their area and needs. With the **Information Center --- (888) WE-ASSIST**, we are also providing personal assistance and when applicable are sending pre-qualified leads to advertisers.

For over two decades, **Alternatives for Seniors** has been among the leaders in senior care print directories and online information. We know first hand that families are planning early and often beginning their research well before they are ready to place a call or request additional information. When you advertise with us -- you can help influence your target audiences decision-making process today - whether the need is immediate or in the future.

Alternatives for Seniors, with an estimated four million annual readership in five states, prints directories in the following areas:

- **California:**
 - *Southern California: LA, Orange, Riverside, San Bernardino & Ventura Counties*
 - *San Diego and San Francisco*
- **Illinois:** *Chicago & Suburban Areas*
- **Michigan:** *Detroit & Southeastern Area*
- **New Jersey:** *the Entire State*
- **Ohio:** *Metro Areas - Cincinnati, Cleveland, Columbus, Dayton/Miami Valley*

The print and online directories are distributed free of charge through a network of distributors with advertisers receiving promotion and leads in three ways:

- Print Directory
- Online placement on leading website: **AlternativesforSeniors.com**
- Quick Reference Guide (*prepared for hospital Social Workers*)

With a long shelf life, **Alternatives for Seniors** provides maximum exposure making it a great value in terms of market penetration, visibility, readership & distribution keeping your brand awareness alive & continuously working to increase your leads.

Give us a call today and start reaching your audience with one of the many print and online advertising packages available.

Contact us
for more
information:

800.350.0770 ext. 207

Advertise@AlternativesforSeniors.com
AlternativesforSeniors.com



Online: AlternativesforSeniors.com

Alternatives for Seniors readers and online users are...

- 77%** female
- 23%** male
- 74%** looking for parent
- 19%** looking for themselves
- 7%** looking for other
- 52%** seek Independent Living
- 36%** seek Assisted/Alzheimer's Care
- 12%** seek Nursing/Rehab & Home Care
- 40%** need alternatives in 1-2 months
- 29%** in 3-6 months
- 17%** in 6-12 months
- 13%** in 12+ months

Alternatives[®] for Seniors

Helping Seniors and Families Since 1992

A Preferred Resource
for Senior Housing and Services Since 1992



Widely Distributed Senior Housing and Care Print and Online Directories



Targeted Distribution and Circulation...

We continue to update and fine tune our targeted distribution throughout our major metro areas in print and online at our nationwide website: **AlternativesforSeniors.com**.

Distribution locations include:

- Area Agencies on Aging
- Church / Synagogues
- Community Groups
- Elder Law Attorneys
- Geriatric Care Managers
- Government / Social Agencies
- Home Care Agencies
- Hospitals / Medical Centers
- Insurance Agencies
- Physicians Offices
- Public Libraries
- Real Estate
- Retail Rack Distribution
- Senior Centers / Social Groups
- Senior Housing Communities

Easy-to-Use Directories Available in the following Metro Areas:

California

- **Southern California** (annual directory)
covers LA, Orange, Riverside, San Bernardino & Ventura Counties
- **San Diego** (in conjunction with *New Lifestyles*)
- **San Francisco** (in conjunction with *New Lifestyles*)

Chicago

- **Chicago & Suburban Areas** (semi-annual directory)

Michigan

- **Detroit & SE Michigan** (semi-annual directory)

New Jersey

- **New Jersey - Entire State** (annual directory)

Ohio

- **Ohio - Metro Areas** (annual directory)
covers Cleveland, Cincinnati, Columbus & Dayton/Miami Valley

Now seniors and their adult children frequenting these locations can easily find copies of the Alternatives for Seniors directory and start to think about planning for their needs, whether they be immediate or in the future.

for more information...

800.350.0770 ext. 207

email: Advertise@AlternativesforSeniors.com





Helping Seniors and Families Since 1992

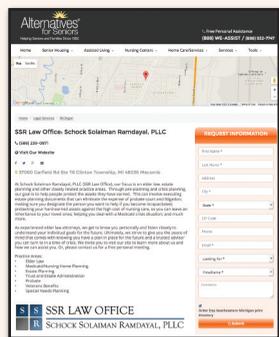
Resource Directory (Semi-Annual Rates)

A Print Advertising Packages

*** includes Online Enhanced Listing ***



Resource Listing



Online Listing

Resource Listing \$ 295 / issue

Listing includes...

- Resource Listing - company name & phone number
(listed under appropriate category heading)
- Online Listing: **AlternativesforSeniors.com**
(Link to your company website: \$35/issue)

Additional Resource Listing \$ 95 / issue

Listing in Secondary Service Category -- for same location ONLY



Sample Ads

Display Ads - Full Color

Ads include 1-Resource Listing and online listing on AlternativesforSeniors.com

Complimentary Display Ad Design (1x)

Quarter Page \$ 795 / issue
(ad size: 2-1/4" x 3-3/4")

Half Page \$ 1,595 / issue
(ad size: 4-5/8" x 3-3/4")

Full Page \$ 2,795 / issue
(ad size: 4-5/8" x 7-5/8")

All rates shown are for a six-month period based on a two-issue commitment.

B Online Advertising Rates



AlternativesforSeniors.com



Search Results

All rates include:

- Online Listing: **AlternativesforSeniors.com**
- Listing searchable by city, state and zip
- Receive online requests via email
- Appear in the upper tier of search results (above the basic listings)
- Address, phone number and map showing your location
- Photo or logo shown on search results
- List of services and amenities

SPECIAL RATES:

Enhanced Listing \$ 90 / year

Featured Listing \$ 150 / year

includes all the above PLUS:

- "Featured" Banner
- 5 additional photos
- A paragraph of text promoting your community

Link to your Company Website \$ 70 / year

**Advertise.
Call today**

800.350.0770 ext. 207
Advertise@AlternativesforSeniors.com
AlternativesforSeniors.com

Current Editions:

- Chicago • California Southern Areas (Los Angeles/Orange/Riverside/San Bernardino/Ventura Counties) • Michigan • New Jersey
- Ohio Metro Areas (Cleveland/Columbus/Cincinnati/Dayton)
- San Francisco Bay Area • San Diego County

Return to: Advertise@AlternativesforSeniors.com
or fax to: 855.740.4005

Resource Directory - Semi-Annual Advertising Agreement

Check the Edition for Insertion:

Chicago & Suburban Areas

- Spring/Summer 2017
- Fall 2017/Winter 2018
- Spring/Summer 2018
- Fall 2018/Winter 2019

Michigan-Southeastern Areas

- Summer/Fall 2017
- Winter/Spring 2018
- Summer/Fall 2018
- Winter/Spring 2019

Please Note:

All initial contracts are for two issues. Per issue rate is invoiced upon receipt of order with second issue invoiced approximately four months later. Monthly payment option available.

A Print Advertising Packages * includes Online Enhanced Listing *****

Indicate package desired

- Resource Listing** (One Resource Listing includes company name & phone number)
- Quarter Page Display Ad:** (Includes One Resource Listing in One Category).....
- Half Page Display Ad:** (Includes One Resource Listing in One Category)
- Full Page Display Ad:** (Includes One Resource Listing in One Category)

AD MATERIALS:

- Ad Materials (logo/photo, descriptive text) will send files to Graphics by: _____
- Display Ad: Will send camera-ready file to Graphics@AlternativesforSeniors.com
- Display Ad: To be designed FREE by Alternatives For Seniors (1x)

PRINT UPGRADE OPTIONS

- Additional Resource Listing:** (Listing in Secondary Service Category for same location ONLY)
- Preferred Positions:** (Call for details and pricing)

ONLINE UPGRADE OPTIONS – AlternativesforSeniors.com

- Link to your Company's Website:** (Maximum 5 Locations)
- Website Address: _____
- Featured Listing Web Page:** (Call for details and pricing)
- Online Video Tour:** (Call for details and pricing)

Quantity	Rate	Total
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____

B Online Advertising Rates – AlternativesforSeniors.com

Indicate package desired

- Enhanced Listing:**
- Featured Listing:** (Includes Featured Banner, 5-additional photos & paragraph of text).....
- Link to your Company's Website:**
- Website Address: _____

Quantity	Rate	Total
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____
_____ @ \$ _____	=	_____
ANNUAL TOTAL CONTRACT		= _____

Return to: Advertise@AlternativesforSeniors.com
or fax to: 855.740.4005

Resource Directory - Semi-Annual Advertising Agreement *(continued)*

Company/Agency Information: *As it is to appear on Directory Listing Page.*

Name: _____ City: _____

Check Only the Category Your Listing will be Listed Under:

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Financial Services/Insurance | <input type="checkbox"/> Geriatric Care Managers | <input type="checkbox"/> Home Improvement | <input type="checkbox"/> Legal Services |
| <input type="checkbox"/> Medical Services | <input type="checkbox"/> Medical Supplies/Equipment | <input type="checkbox"/> Medicare Health Coverage | <input type="checkbox"/> Moving Services |
| <input type="checkbox"/> Physician - Home Visits | <input type="checkbox"/> Real Estate Services | <input type="checkbox"/> Referral Services | <input type="checkbox"/> Senior Services |
| <input type="checkbox"/> Other <i>(may need Publisher approval)</i> : _____ | | | |

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

Card Number: _____
 Name on Card: _____ Expiration Date: _____
 Authorized By: _____ Security Code: _____
 Credit Card Billing Address: _____
 City: _____ State: _____ Zip: _____

Terms and Conditions

- All contracts invoiced in two payments with payment due within 30 days. 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 annual 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 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: _____



Mechanical Requirements

Display Ad Sizes:

Full Page:	4-5/8" wide x 7-5/8" long
Half Page:	4-5/8" wide x 3-3/4" long
Quarter:	4-5/8" wide x 1-7/8" long
Quarter - Resource:	2-1/4" wide x 3-3/4" long
Full Page Bleed:	5-5/8" wide x 8-5/8" long
Trim:.....	5-3/8" wide x 8-3/8" long
Safety*.....	4-7/8" wide x 7-7/8" long
Two-Page Spread**:	10" wide x 7-5/8" long
Spread Bleed**:	11" wide x 8-5/8" long
Trim:.....	10-3/4" wide x 8-3/8" long
Safety*.....	10-1/4" wide x 7-7/8" long

*All live matter must be kept inside safety area.

**Allow 3/4" in center for gutter safety.

Alternatives for Seniors directory is printed near offset web at 133 lines per inch.

Artwork taken from websites does not reproduce well.

Photos, logos and camera-ready ads must be high resolution (300 dpi) files. PDF, JPEG, TIFF, or EPS files are accepted. Artwork taken from websites is not recommended as it is usually low resolution (72 dpi).

Camera-ready ads are accepted by email, CD, DVD or via a FTP site. Camera-ready ads can not be edited by the graphics department. Changes must be made by original designer or agency and a new file sent.

For raw files - Macintosh QuarkXPress format only. Applications such as Adobe Illustrator can be used to create artwork but should not be used for page layout. Change all text to outlines before sending.

- **Publisher files are not accepted. We can not open them.**
- **Microsoft Word files are not accepted, unless for text only.**

Electronic File Preparation Guidelines

Incoming ads on disk should include layouts, artwork, fonts and a 100% composite proof. We encourage all customers to have anti-virus software.

Electronic Files

- Include a contact name and phone number
- If necessary, you may have to stuff the files

Your ad may be sent via e-mail to:

Graphics@AlternativesforSeniors.com

FTP Site

If file is over 5 megabytes, send via a FTP site that allows you to upload large files and send them. We recommend Hightail which is free to use: <https://www.hightail.com>

Fonts

- Avoid True Type fonts
- Supply both printer and screen font files
- Change fonts to outlines to avoid font issues

Graphics

- PDF, EPS (with fonts), TIFF or JPEG
- Minimum 300 dpi
- Logos and photos received via fax can not be used
- Website artwork will not reproduce in high quality

Colors

- CMYK colors
- Define spot and process colors properly
- Keep color names consistent between graphics and layout applications

Digital Media

- Create separate files for fonts and artwork

Camera Ready Ads and Ads provided in QuarkXPress will be sent as PDF files for approval via e-mail or fax. Please supply appropriate contact information. For files in other applications, we will be unable to guarantee exact final results of provided ad.

For More Information:

email: Graphics@AlternativesforSeniors.com

SOCIALIZE

with us

No matter what your preferred social media flavor is, Alternatives for Seniors has you connected. From blog articles focusing on the latest senior topics such as Medicare, Senior Health, Caregiver Advice, Alzheimer's and more to facebook posts, to tweets to pins, it's easy to stay connected with Alternatives for Seniors.

Join our social circle:



Read It...

Alternatives for Seniors Blog:

<http://www.alternativesforseniors.com/blog>



Like It...

Alternatives for Seniors Facebook Page:

<https://www.facebook.com/alternativesforseniorsdirectory>



Comment On It...

Alternatives for Seniors Linked-In:

<https://www.linkedin.com/company/alternatives-for-seniors>



Pin It...

Alternatives for Seniors on Pinterest:

<http://www.pinterest.com/Alternatives4Sr/>



Tweet It...

Alternatives for Seniors Twitter:

<https://twitter.com/Alternatives4Sr>