

Advertising Agreement

Ask About our Special Offers Limited Time for New Advertisers



Return To:
 Advertise@AlternativesforSeniors.com
 Fax to: 800.350.0771

PRINT DIRECTORY

Choose Issue(s):

- Winter/Spring 2026
- Summer/Fall 2026
- Winter/Spring 2027
- Summer/Fall 2027

- Metro Detroit & Surrounding Areas



Resource Listing



Display Ads

RESOURCE COMPANIES

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

Choose category/categories the company will be advertising in:

- Financial Services
- Geriatric Care Managers
- Home Delivered Meals
- Home Improvement
- Legal Services
- Medical Services
- Insurance
- Moving/Relocation
- Physician/Home Visits
- Real Estate
- Senior Services
- Transportation
- Other* (may need Publisher approval) : _____

Advertising Multiple Locations? Call for a Quote.

- Resource Listing (includes listing on AlternativesforSeniors.com)
- Additional Resource Listing(s)
- (for the same location at HALF PRICE)

Quantity	Rate Per Issue	Total
@	\$ 180 =	\$ _____
@	\$ 90 =	\$ _____

DISPLAY ADS FOR RESOURCE COMPANIES

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

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

- Quarter Page: (2-1/4" x 3-3/4") – Includes 1-Resource Listing
- Half Page: (4-5/8" x 3-3/4") – Includes 1-Resource Listing
- Full Page: (4-5/8" x 7-5/8") – Includes up to 3-Resource Listings

Quantity	Rate Per Issue	Total
@	\$ 750 =	\$ _____
@	\$1,400 =	\$ _____
@	\$2,500 =	\$ _____

ADDITIONAL OPTIONS - ONLINE: AlternativesforSeniors.com

- Enhanced Online Listing – **INCLUDED** with ALL Print Advertising
 Listing includes 1-logo or photo of your choice and 1-descriptive paragraph
- Website Link: (Links AlternativesforSeniors.com users directly to your website)



TOTAL 6-MONTHS PRINT DIRECTORY ORDER
**** Includes Online Listing(s) **** = \$ _____

Please Note: All rates shown are per issue. Directories printed twice a year. **NEW Advertisers ONLY.**
SPECIAL RATE: 30% off rates shown for New Advertisers Only.

Advertising Agreement

Company/Agency Information: *For multiple locations or Company/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: _____

Payment Information:

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: _____