

# Descriptive Ad – Samples



## GUIDELINES

The below Ads are examples of the 4 Descriptive Ad Styles available.

- Based on the style you choose, the number of characters is noted to the right hand side of the page.
- Descriptive ads must follow the above styles and can not contain bold, italic, or otherwise enhanced text, except where indicated/shown above.
- Only one photo or logo can be used per listing. We recommend high resolution files ( 300 dpi ). Photos/Logos taken from your website generally do not print clearly and are not recommended. A limited supply of stock photos are available for use in your listing if you do not have a logo or photo.

**PLEASE NOTE:** Company Name, Address & Bold Headline (if chosen) are not included in the character count.

Please Send ALL Materials to:

Alternatives for Seniors Graphics Department  
Artwork@AlternativesforSeniors.com

## DESCRIPTIVE AD STYLES

### Active Retirement Community

#### DESIGNATED REGION

1000 South Somewhere Boulevard • Southfield, Michigan 48076 • (800) 555-1234

#### A Continuing Care Community for 35 Years

Company Logo  
or Photograph

An affordable, licensed rental community for those 55 and better wanting to maintain their active lifestyle. Amenities include three delicious meals per day, housekeeping, linen service, 24-hour staffing, personal assistance, full activities program, maintenance, and utilities. On-site beauty/barber shop, lounges, and activity rooms. Should more care be needed, assisted living and basic nursing is available. Call today for more information or a tour.

#### OPTION #1

455 Characters  
Approximately  
60-65 words.

### Active Retirement Community

#### DESIGNATED REGION

1000 South Somewhere Boulevard • Southfield, Michigan 48076 • (800) 555-1234

Company Logo  
or Photograph

Our residents enjoy comfortable accommodations and excellent professional care all in a beautiful facility. Our affordable, licensed rental community is perfect for those wanting to maintain their active lifestyle. Amenities include three delicious meals daily, housekeeping, linen service, 24-hour staffing, person assistance, full activities program, maintenance, and utilities. On-site beauty and barber shop, lounges, and activity rooms. Should more care be needed, assisted living and basic nursing is available.

#### OPTION #2

515 Characters  
Approximately  
65-70 words.

### Active Retirement Community

#### DESIGNATED REGION

1000 South Somewhere Boulevard • Southfield, Michigan 48076 • (800) 555-1234

#### A Continuing Care Community for 35 Years

Residents enjoy comfortable accommodations and excellent care. Our affordable, licensed rental community is perfect for those 55 and better who want to maintain their active lifestyle. Amenities include three delicious meals per day, housekeeping service, 24-hour staffing, person assistance, full activities program, maintenance, and utilities. On-site beauty/barber shop, lounges and activity rooms. Should more care be needed, assisted living and basic nursing is available. Our center is known for its warm and spacious homelike environment and individualized care. Call us today.

#### OPTION #3

580 Characters  
Approximately  
70 - 75 words.

### Active Retirement Community

#### DESIGNATED REGION

1000 South Somewhere Boulevard • Southfield, Michigan 48076 • (800) 555-1234

Residents enjoy comfortable accommodations and excellent professional care. Our caring professional staff assists each resident in reaching their maximum level of independence. An affordable, licensed rental community for those 55 and better who want to maintain their active lifestyle. Amenities include three delicious meals per day plus snacks, housekeeping/linen service, 24-hour staffing, personal assistance, full activities program, maintenance and utilities. On-site beauty/barber shop, lounges and activity rooms. Should more care be needed, assisted living and basic nursing is available. Our center is known for its warm and spacious homelike environment.

#### OPTION #4

660 Characters  
Approximately  
85 - 90 words.