

# ADVERTISE

## the Traditional Way



Helping families and healthcare professionals navigate senior living with ease and confidence. Our print directory provides a comfortable way to explore options, offering support from the very first step of their journey.

Be there when their search begins.

The Alternatives for Senior print and online senior housing and care directory is a trusted and effective tool for promoting your community/ company to families and healthcare professionals.

**Advertise@AlternativesforSeniors.com**  
**(800) 350-0770 - fax: (800) 350-0771**



————— Helping Seniors & Families Since 1992 —————

# Advertise the Traditional Way

## Build Brand Awareness through Print and Online Advertising

### Print Directory

The Alternatives for Senior print directory is a trusted and effective tool for promoting your community/company to families and healthcare professionals.

Since 1992, this **easy-to-use directory** has been a go-to resource offering up-to-date information on senior living and care. Distributed free of charge through our network of distribution locations along with its **long shelf life**, the **Alternatives for Seniors Directory** provides **maximum exposure** making it a great value in terms of market penetration, visibility, readership and distribution.

With nearly 33 years of established credibility, it remains a reliable source for senior living and care information, featuring hundreds of listings to help users in their search. The directory is the place to **keep your brand awareness alive** and continuously working to increase your leads.



### AlternativesforSeniors.com

AlternativesforSeniors.com offers an intuitive, **user-friendly experience**, free of the barriers that often accompany other platforms, such as forms or subscription walls.

When a family shows interest in your community, their inquiry goes **directly to you**—unlike referral companies, we don't share their information with others they didn't specifically request.

Give us a call today: **800.350.0770 ext. 207**  
Or email us at: **Advertise@AlternativesforSeniors.com**



### Distribution Locations:

- 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
- Senior Centers
- Senior Living Communities
- and more

### Call or Email to Request:

Advertising Agreement  
Descriptive Ad Samples  
Display Ad Specification Sheet

\*\*\* Deadline for Summer/Fall issues: **Chicago - April 15 • Michigan - May 15** \*\*\*

# 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



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
<input type="text"/> @	\$ 180 = \$	
<input type="text"/> @	\$ 90 = \$	

## DISPLAY ADS FOR RESOURCE COMPANIES

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

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

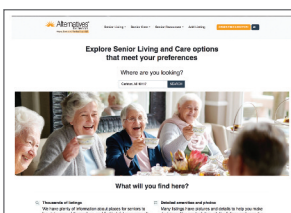
- ☐ Quarter Page: ( 2-1/4" x 3-3/4" ) — Includes 1-Resource Listing .....
- ☐ Half Page: ( 4-5/8" x 3-3/4" ) — Includes 1-Resource Listing .....
- ☐ Full Page: ( 4-5/8" x 7-5/8" ) — Includes up to 3-Resource Listings .....

Quantity	Rate Per Issue	Total
<input type="text"/> @	\$ 750 = \$	
<input type="text"/> @	\$1,400 = \$	
<input type="text"/> @	\$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 ) .....

<input type="text"/> @	FREE = \$
<input type="text"/> @	\$35 = \$



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.



# 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: \_\_\_\_\_

# Advertising Specifications



## Graphics Department:

Artwork@AlternativesforSeniors.com  
800.350.0770 ext. 204

## 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 File Transfer Site such as Hightail.com.

Camera-ready ads generally 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 email to:

[Artwork@AlternativesforSeniors.com](mailto:Artwork@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 / 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 email or fax. Please supply appropriate contact information. For files in other applications, we will be unable to guarantee exact final results of provided ad.