

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.

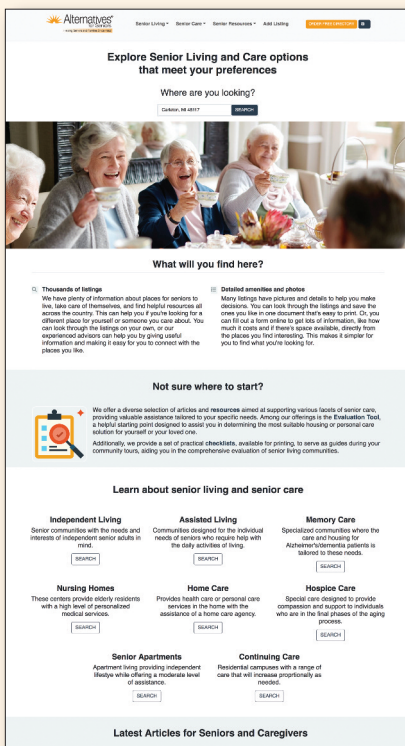
The Alternatives for Senior print and online senior housing and care directory is a trusted and effective tool for promoting your community/ company to families and healthcare professionals.

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



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

AlternativesforSeniors.com



Build Brand Awareness through Online Advertising

The **Alternatives for Seniors** website has been a trusted resource for over 30 years, effectively connecting families and healthcare professionals with senior living communities. With its long-standing online credibility and thousands of community listings, AlternativesforSeniors.com continues to be a reliable platform for finding senior care information.

AlternativesforSeniors.com provides a simple, user-friendly platform without the hassles that are commonly found on other sites, like forms or subscription requirements. When families express interest in your community, their inquiries are sent directly to you. Unlike referral services, we never share their information with anyone they haven't explicitly chosen.

ONLINE LISTING OPTIONS

Basic Listing **FREE**

- Appears in the secondary position of search results
- Includes: - Name, Address, and Telephone Number

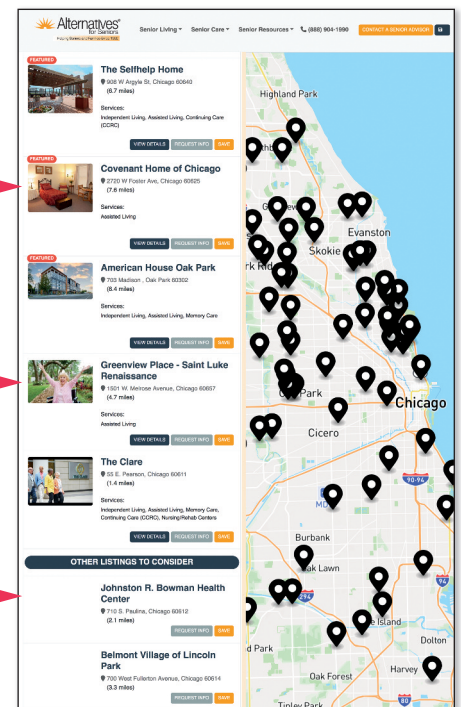
Enhanced Listing annual cost: **\$120***

- Appears in the top position of search results
- Includes: - Name, Address, and Telephone Number
 - Photo or Logo
 - Paragraph of Text Copy
 - Checklist of Pre-Determined Services / Amenities
 - Ability to Receive Online Leads via Email
 - Link to Your Website

Featured Listing annual cost: **\$180***

- Appears in the top position of search results
- Includes: - Name, Address, and Telephone Number
 - Up to 6 Photos or Logo
 - Up to 3 Paragraphs of Text Copy
 - Expanded Checklist of Pre-Determined Services / Amenities
 - Ability to Receive Online Leads via Email
 - Link to Your Website

Featured
Enhanced
Basic



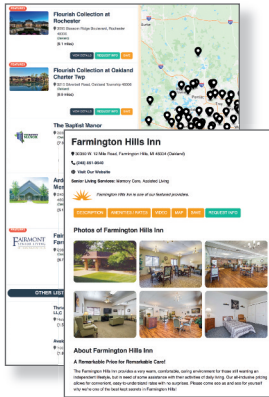
sample search results page

* Rates are doubled for Greater Chicago and Southeastern Michigan Areas

AlternativesforSeniors.com

Advertising Agreement

ONLINE OPTIONS - AlternativesforSeniors.com



☐ 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.

☐ Featured Listing – Includes 6-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.

Quantity	Rate Per Year	Total
_____ @ \$120	= \$	_____
_____ @ \$180	= \$	_____

ANNUAL ONLINE TOTAL = \$ _____

Community Information: *For multiple locations, please fill out a separate order form for each location.*

Levels of Care: ☐ Senior Apartments ☐ Independent Living ☐ Residential Care ☐ Continuing Care (CCRC) ☐ Home Care
☐ Assisted Living ☐ Memory Care ☐ Nursing/Rehab Center ☐ Adult Day Care ☐ Hospice Care

Facility Name: _____

Address: _____

City: _____ County: _____ State: _____ Zip Code: _____

Telephone Number: _____ Fax Number: _____

Contact Name: _____ Title: _____

Contact's Email Address: _____

Website Address: _____

Please 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: _____

Authorized By: _____ Date: _____

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 and email address on original Advertising Agreement unless otherwise provided to AFS in writing 30 days prior to the end of annual date (either the 1st or 15th of the month). Renewal notices will be in the form of an annual invoice 30 days prior to end of annual agreement date. Changes to listing can be made at any time to advertise@AlternativesforSeniors.com
- 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: _____