

**Don't be left out!**

# 2012 - 2014 Senior Services Directory



Don't miss this opportunity to place your ad in the Directory!  
This is only printed every 3 years!

## Reasons to place your ad in the Senior Services Directory:

- More than 10,000 copies printed
- Long shelf life - 3 years!
- Read by older adults and their families or caregivers
- All advertisers will be listed alphabetically in the advertisers index
- Invoices sent February 21 and not due until March 21!
- Distributed throughout the Central Ohio area at: health fairs; our 800 SENIOR CHOICES clients; visitors to Council offices; attendees of workshops, support groups and educational events; the Senior Activity Center on Cheshire Rd.; the Summer Festival; the Delaware County Fair; health care facilities; senior organizations and clubs; senior housing and extended care facilities; and many other locations.

## Reserve your ad space now!

Space is limited and will be reserved on a first-come, first-served basis. **Early Bird reservation** will help ensure that you will receive a premium ad position. Ads need to include camera-ready artwork, or they will be set up by our graphic designer for a small fee (see design fee, below). Please circle your choice of ad size and ad design cost, if needed.

### Premium Ads (Color)

| <u>Ad Placement</u> | <u>Ad size</u>      | <u>Price</u> |
|---------------------|---------------------|--------------|
| Inside front cover  | full page           | \$1600       |
|                     | 1/2 page vertical   | \$1000       |
|                     | 1/2 page horizontal | \$1000       |
| Inside back cover   | full page           | \$1500       |
|                     | 1/2 page horizontal | \$900        |
|                     | 1/2 page vertical   | \$900        |
| Tab pages           | full page           | \$1200       |
|                     | 1/2 page vertical   | \$700        |
|                     | 1/2 page horizontal | \$700        |

### Regular Ads (B&W)

|               |                     |       |
|---------------|---------------------|-------|
| Various pages | full page           | \$700 |
|               | 1/2 page vertical   | \$500 |
|               | 1/2 page horizontal | \$500 |
|               | 1/4 page vertical   | \$300 |
|               | 1/4 page horizontal | \$300 |

### Ad Sizes (approx.)

Full page - 5" (w) x 8" (l)  
 1/2 page - 5" (w) x 4" (l) - horizontal  
 1/2 page - 2 1/4" (w) x 8" (l) vertical  
 1/4 page - 5" (w) x 2" (l) horizontal  
 1/4 page - 2 1/4" (w) x 4" (l) vertical

### Ad Design (if needed)

Full Page - \$75  
 1/2 Page - \$50  
 1/4 Page - \$35

Please call to find out specific tab page availability and to choose the section in which you would like your ad placed, if desired.

|            |              |                       |
|------------|--------------|-----------------------|
| Advertiser | Contact Name | Contact Email Address |
| Address    | Phone        | Fax                   |

Email ads and/or instructions for design to [csmith719@earthlink.net](mailto:csmith719@earthlink.net) and [travis@growingolder.org](mailto:travis@growingolder.org)  
 Please put "Senior Services Directory ad" in the subject line of your email.

**Deadlines:** Early Bird reservations: 2/1. Last date for reservations: 2/21. Payments due: 3/21

- Please invoice me    Check enclosed

Mail payments and completed form to: Council for Older Adults, 800 Cheshire Rd., Delaware, OH 43015  
 Or fax to (740) 363-7588. Forms can also be emailed to [travis@growingolder.org](mailto:travis@growingolder.org)

Questions: Contact Travis Fordham at (740) 203-2385 or 800-994-2255