



Senior preferences



A Guide to Resources in Your Community

P.O. Box 1467 Jackson, MI 49204 Phone: 800-837-2637 Fax: 517-783-1288 SeniorPreferences.com

A Comprehensive Referral Resource for Discharge Planners, Health Care Professionals and Patient Advocates

Senior Preferences is a comprehensive resource guide produced by Jackson Publishing Co. that gathers a list of community organizations and local businesses that cater to the needs of senior citizens.

Care providers and service agencies are listed by category for free. However, additional ad space is available to maximize exposure and provide consumers with a clearer image of your organization.

Senior Preferences is a reference tool for professionals who influence senior decisions daily, including:

- County Departments on Aging
- Discharge Planners
- Physicians
- Attorneys
- Social Workers
- Trust Departments
- Pharmacies
- Senior Centers
- Dentists
- Ministers

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GROUP 1

Jackson, Lenawee/Hillsdale and Central Michigan

Back cover.....	\$2,560
Inside cover	\$2,260
Page 3	\$1,760
Full page	\$1,600
2/3 page	\$1,200
1/2 island.....	\$1,040
1/2 horizontal	\$960
1/3 page	\$720
1/6 page	\$400

GROUP 2

Lansing, Southeast, Southwest, Grand Rapids/West Michigan and Tri-City/Flint Area

Back cover.....	\$2,875
Inside cover	\$2,645
Page 3	\$2,530
Full page	\$2,300
2/3 page	\$1,725
1/2 island.....	\$1,495
1/2 horizontal	\$1,380
1/3 page	\$1,035
1/6 page	\$575

Diagram illustrating various ad sizes and dimensions:

- Full Page (with bleed): 8.625" x 11.125"
- 1/2 Page Island: 4.875" x 7.25"
- 2/3 Vertical: 4.875" x 9.75"
- 1/6 Vertical: 2.375" x 4.8125"
- 1/6 Horizontal: 4.875" x 2.375"
- Full Page: 7.375" x 9.75"
- 1/2 Page Horizontal: 7.375" x 4.8125"
- 1/3 Vertical: 2.375" x 9.75"
- 1/3 Square: 4.875" x 4.8125"
- 1/3 Horizontal: 7.375" x 3.25"

