



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

### For more information contact:

Alex Emmons  
Alex@SeniorPreferences.com

### 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 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"

# Senior preferences

A Guide to Resources in Your Community

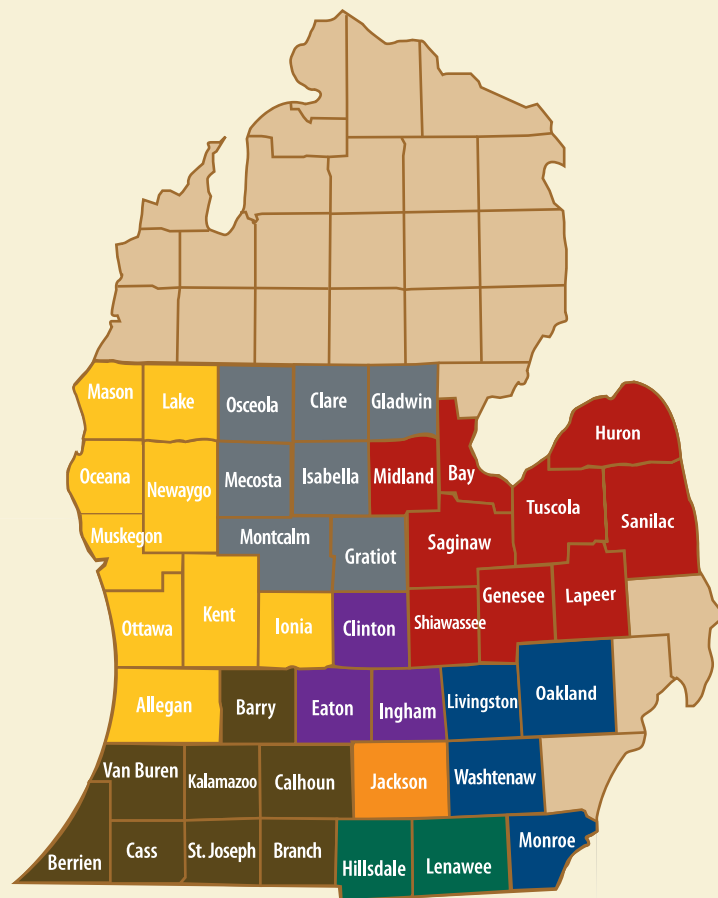
Healthcare

Residential



Services

- An all-inclusive resource guide publication for all senior needs in your county
- Senior-friendly format
- Self-funded publication – all costs paid by advertising
- Powerful tool toward the accomplishment of your mission to service senior citizens
- Enormous response from seniors and providers to resource listings and advertisements
- We work with local agencies to ensure complete and accurate information
- It's easy to be included – simply submit your information at [SeniorPreferences.com](http://SeniorPreferences.com)
- Local distribution through healthcare professionals, local agencies and advertisers
- Trademarked brand recognized as a credible source of information throughout the region
- Website allows out-of-town family to access complete resources, including advertisements



## Edition (Counties served)

**LANSING** (Clinton, Eaton, Ingham);

**SOUTHWEST** (Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, Van Buren);

**SOUTHEAST** (Livingston, Monroe, Washtenaw, Oakland);

**GRAND RAPIDS/WEST MICHIGAN** (Allegan, Kent, Ionia, Lake, Mason, Muskegon, Newaygo, Oceana, Ottawa);

**LENAWEE/HILLSDALE** (Lenawee, Hillsdale);

**TRI-CITY/FLINT** (Bay, Genesee, Lapeer, Midland, Saginaw, Shiawassee, Huron, Tuscola, Sanilac);

**CENTRAL MICHIGAN** (Clare, Gladwin, Isabella, Gratiot, Mecosta, Montcalm, Osceola);

**JACKSON** (Jackson).

Jackson   
Publishing Co.

P.O. Box 1467 • Jackson, MI 49204

**Alex Emmons**  
[Alex@SeniorPreferences.com](mailto:Alex@SeniorPreferences.com)

**SeniorPreferences.com**  
800-837-2637 • Fax: 517-783-1288