

2018/2019 RATES

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

LISTING INFORMATION

ADVERTISERS:

- Enhanced category listing(s) with organization name highlighted in color
- 30-word descriptions for category listing(s)
- Advertiser Index listing
- Reference line directing potential clients to your ad
- "Hot Link" feature on our digital version connecting clients to your website
- Ad production included

NON-ADVERTISERS:

NON-RESIDENTIAL ORGANIZATION
One 10-word listing in primary service category FREE.

RESIDENTIAL COMMUNITIES
Listing in the Housing Guide FREE











Optional 10-word category listings: \$25.00 each

PRINT EDITION ADVERTISING

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

DIGITAL EDITION ADVERTISING

Clickable Links.....	No charge	Video	\$350	Audio.....	\$150
Inset Full Page Ad.....	\$500	Slide-In Ad.....	\$350	Call Back Card.....	\$100
Blow-In Card	\$350	Slide Show.....	\$150	Email Contact:	\$100

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

Senior preferences

A Guide to Resources in Your Community

Senior Preferences is an all-inclusive resource guide produced by Jackson Publishing Co. that compiles a list of community organizations and local businesses catering to the needs of senior citizens. The website, SeniorPreferences.com, allows out-of-town family to access all resources, including advertisements.

Senior Preferences serves as a reference tool for individuals, families, and professionals who influence senior decisions daily. This includes:

- Area Agencies on Aging
- County Department on Aging
- Discharge Planners
- Social Workers
- Physicians
- Senior Centers
- Attorneys
- Trust Administrators
- Clergy
- And more

LISTING CATEGORIES:

HEALTHCARE

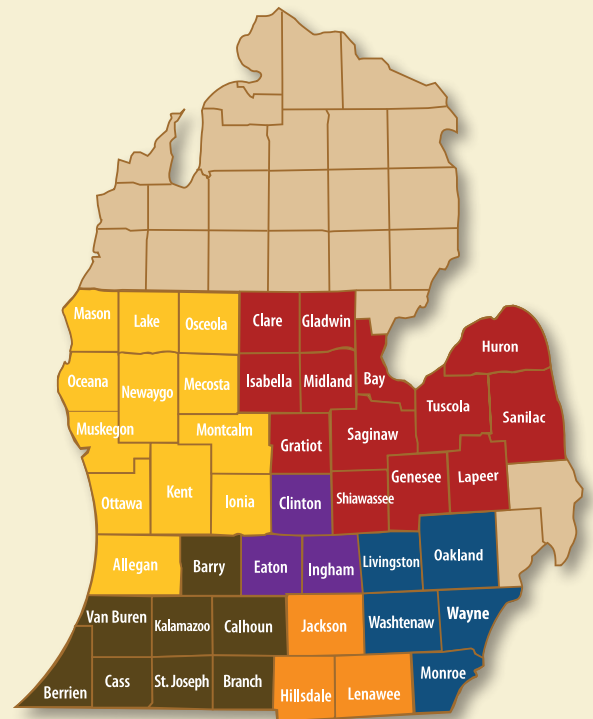
Adult Day Services
Counseling Services
Dental Resources
Diagnosis and Evaluation
Emergency Services
Food and Nutrition Programs
Hearing Resources
Home Care (non-medical)
Home Health Care
Hospice Care
Hospitals
Information and Referral
Medical Clinics
Medical Equipment
Medical Equipment Loan Closets
Medication Assistance
Personal Emergency Response Systems
Rehabilitation Resources
Respite Resources
Support Groups
Vision Resources

RESIDENTIAL

Adult Foster Care
Assisted Living
Continuing Care Retirement Community (CCRC)
Independent Living
LifeCare
Skilled Nursing

SERVICES

Care or Case Management
Driver Safety and Rehabilitation Programs
Educational Resources
Employment and Training
Energy and Utility Assistance
Financial Services
Home Repairs/Senior Move Manager
Insurance Information
Legal and Consumer Resources
Ramps
Transportation
Volunteer Opportunities



EDITION (Counties served)

LANSING

Clinton, Eaton, Ingham

SOUTHWEST

Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, Van Buren

SOUTHEAST

Livingston, Monroe, Oakland, Washtenaw, Wayne

GRAND RAPIDS/WEST MI

Allegan, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa

SOUTH CENTRAL MI

Hillsdale, Jackson, Lenawee

TRI-CITY/FLINT

Bay, Clare, Genesee, Gladwin, Gratiot, Huron, Isabella, Lapeer, Midland, Saginaw, Sanilac, Shiawassee, Tuscola



P.O. Box 1467, Jackson, MI 49204
800-837-2637 | Fax: 517-783-1288
info@seniorpreferences.com

SeniorPreferences.com