

**2020/2021
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

ADDITIONAL OPPORTUNITIES

Optional 10-word category listings: \$25.00 each

PRINT EDITION ADVERTISING

Back cover.....	\$2,875	1/2 island.....	\$1,520
Inside cover.....	\$2,645	1/2 horizontal.....	\$1,380
Page 3.....	\$2,530	1/3 page.....	\$1,150
Full page.....	\$2,300	1/6 page.....	\$625
2/3 page.....	\$1,725		

Multiple edition discounts available. Inquire about our "statewide package."

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

The diagram illustrates the dimensions for various advertising formats:

- 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

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
- Pharmacies
- Rehabilitation Resources
- Respite Resources
- Support Groups
- Vision Resources

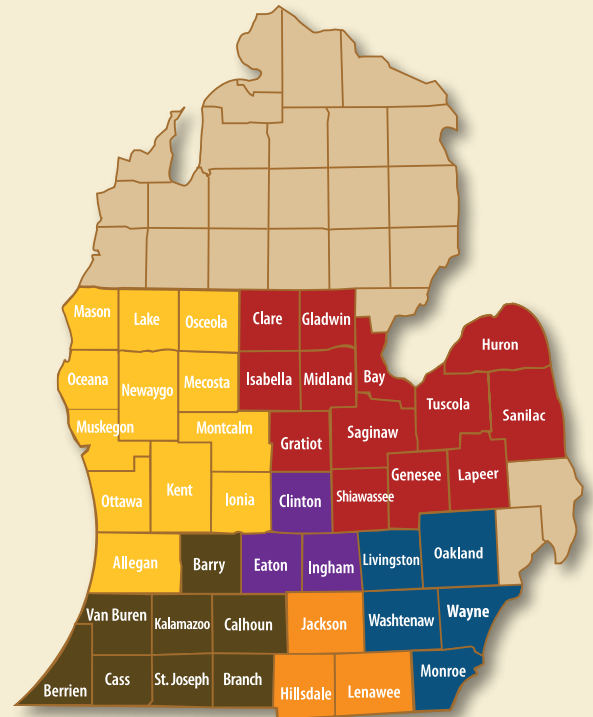
RESIDENTIAL

- Adult Foster Care
- Assisted Living

- Continuing Care Retirement Community (CCRC)
- Independent Living
- LifeCare
- Memory Care
- Skilled Nursing

SERVICES

- Care or Case Management
- Driver Safety and Rehabilitation Programs
- Educational Resources
- Employment and Training
- Energy and Utility Assistance
- Financial Services
- Funeral Pre-Planning
- Home Repairs/Senior Move Manager
- Insurance Information
- Legal and Consumer Resources
- Real Estate
- Ramps
- Social & Recreational Resources
- Transportation
- Volunteer Opportunities
- Wellness Programs



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/CENTRAL MI

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



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