

# 2022/2023 RATES

# Senior preferences

A Guide to Resources in Your Community

Jackson Publishing Co  
P.O. Box 1467  
Jackson, MI 49204  
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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 with link to ad.
- Reference line at end of listing directing potential clients to your ad
- "Hot Link" feature on our digital version connecting clients to your website
- Ad production included

#### NON-ADVERTISERS:

##### RESIDENTIAL COMMUNITIES

Listing in the Housing Guide - FREE

##### NON-RESIDENTIAL ORGANIZATION

One 10-word listing in primary service category - FREE

#### ADDITIONAL OPPORTUNITIES

Optional 10-word category listings: \$35.00 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


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A Guide to Resources in Your Community

**Senior Preferences** is an all-inclusive resource guide that serves as a reference tool for healthcare professionals, individuals, and families who influence and assist seniors through transitions.

[www.SeniorPreferences.com](http://www.SeniorPreferences.com) allows access to the guide 24/7 as each edition is available digitally.

You can find this free, comprehensive resource tool in locations such as:

- Regional Area Agencies on Aging
- Hospitals
- Social Workers
- Physicians
- Senior centers
- Home Care and Hospice Organizations
- Local Departments/ Commissions on Aging
- Discharge Planners
- Case Managers
- Medical Clinics
- Attorneys
- Residential Communities 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  
 Laboratories  
 Medical Clinics  
 Medical Equipment  
 Medical Equipment Loan Closets  
 Medication Assistance  
 Personal Emergency Response Systems  
 Pharmacies  
 Rehabilitation Resources  
 Respite Resources  
 Support Groups  
 Vision Resources

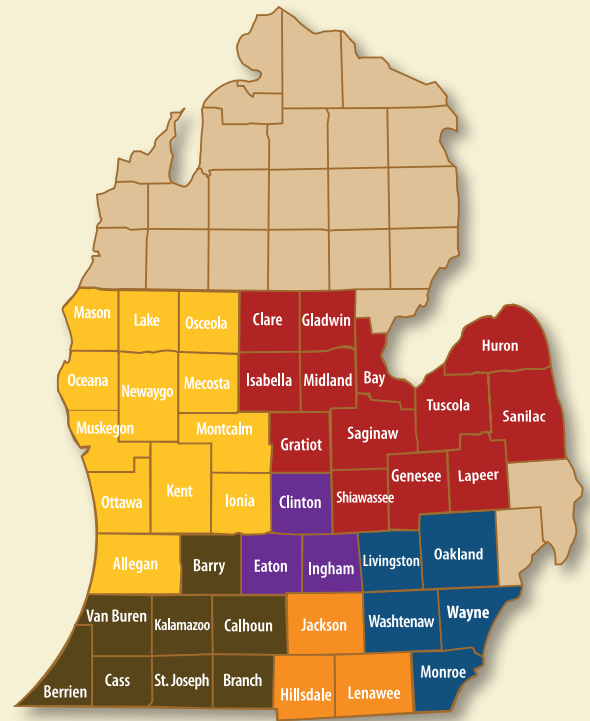
### RESIDENTIAL

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  
 Insurance Information  
 Legal and Consumer Resources  
 Real Estate  
 Ramps  
 Senior Move Manager/ Placement Services  
 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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