

2026-27 RATES

Senior PREFERENCES

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SeniorPreferences.com
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A Comprehensive Referral Resource

for Discharge Planners, Healthcare 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



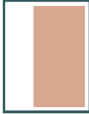






ADDITIONAL OPPORTUNITIES

Optional 10-word category listings: \$35.00 each

PRINT EDITION ADVERTISING

Back cover.....	\$2,950	2/3 page	\$1,780
Inside cover.....	\$2,725	1/2 island	\$1,565
Page 3.....	\$2,615	1/2 horizontal	\$1,425
Full page.....	\$2,375	1/3 page	\$1,150
Sponsored Content	\$2,100	1/6 page	\$715

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

 <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>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>	

All Bleeds are .125"

Senior PREFERENCES

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.

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:

- 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

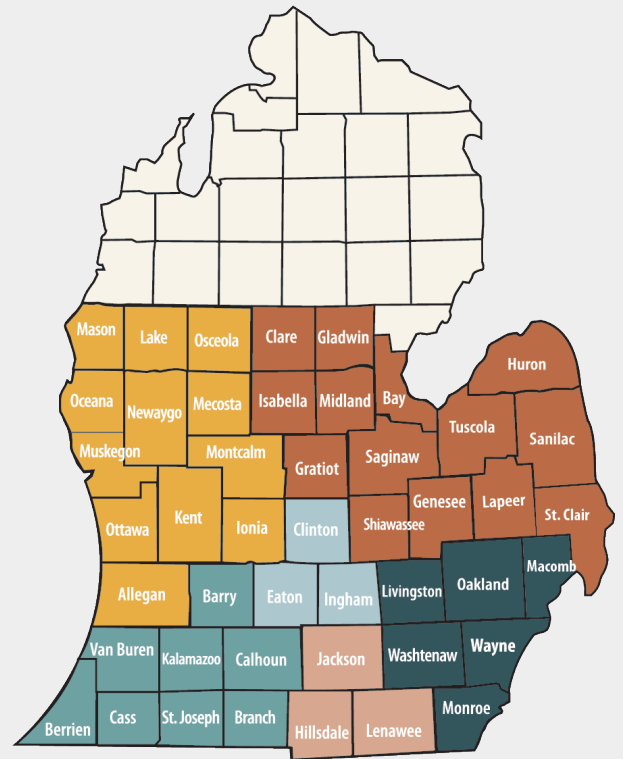
Adult Day Services
 Advance Care Planning
 Counseling Services
 Dental Resources
 Diagnosis and Evaluation
 Emergency Services
 Food and Nutrition Programs
 Hearing Resources
 Home Care (non-medical)
 Home Health Care
 Hospice Care
 Hospitals
 Information and Referral
 Laboratories
 Medical Clinics
 Medical Equipment
 Medical Equipment Loan Closets
 Medication Assistance
 Palliative Care
 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
 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 / Safety Modifications
 Insurance Information
 Legal and Consumer Resources
 Real Estate
 Ramps
 Senior Move Manager/ Placement Services
 Social & Recreational Resources
 Technology Support
 Transportation
 Volunteer Opportunities
 Wellness Programs



EDITION *(Counties served)*

TRI-CITY/FLINT/CENTRAL MI

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

SOUTH CENTRAL MI

Hillsdale, Jackson, Lenawee

LANSING AREA

Clinton, Eaton, Ingham

SOUTHWEST

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

SOUTHEAST

Livingston, Macomb, Monroe, Oakland, Washtenaw, Wayne

GRAND RAPIDS/WEST MI

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

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