

CHOICES

in *Senior* Living & Care
MEDIA KIT

10 REASONS TO
ADVERTISE
*In a direct mailed
print publication*

Reach Seniors in your area

Our luxury publication is delivered to targeted prospects in the comfort of their own home.



+ PLUS

Rate Sheet,
Marketing
Information and
more inside.

Editor's Note

Print is the most trusted form of media in America! Benefit from this by capturing your targeted consumer with DIRECT MAIL in the comfort and safety of their own home with a high quality printed publication targeting the Senior Population in the Oklahoma City area.



First we want to *Thank You* for your interest in our magazine. We know that reaching consumers when they need your service is the most ideal advertising concept. **CHOICES in Senior Living & Care Magazine**, offers you the credibility in your market area and name recognition from a print publication all while safely reaching consumers in their own homes.

We welcome you to our Choices in Senior Living & Care family, we look forward to working with you to market your business and reach your targeted clients!

Christine Hoza
Christine Hoza
Senior Publisher

Jan Autin
Jan Autin
Publisher



This media kit will provide you with the information you need to understand how CHOICES in Senior Living & Care works for you and how you can broaden your exposure to people in your community. There are many different ways to effectively communicate your senior service or location, but to be effective, you need a team that knows how to both market your company with attractive advertisements and information and the forethought as to why you should utilize print and direct mail as a huge source of your marketing budget...we provide both and that's a giant leap forward in the advertising arena.

Contact Us Anytime:

Christine Hoza, *Senior Publisher*
Tel: 972-740-0101
Email: Christine@ChoicesInSeniorLiving.com

Jan Autin, *Publisher*
Tel: 985-264-8748
Email: Ads@ChoicesInCare.com

Katrina Shrode, *Art Dept.*
Tel: 941-468-9517
Email: Ads@ChoicesInCare.com

Digital versions of our magazines are available at anytime via our website: ChoicesInSeniorLiving.com

MEDIA KIT

10 Reasons Why

You should be marketing with a company that provides a direct mail campaign.

1. It's Timely

Direct mail offers the ability to be printed and mailed in a matter of days to reach consumers quickly and efficiently.

2. It's Proactive

Unlike online marketing, direct mail educates & entices the consumer about services they may not have considered.

3. It's Targeted

Targeting a particular customer can maximize your marketing dollars.

4. It's Creative

Each magazine will be built with the consumer in mind to find your company quickly and easily based on their needs.

5. It's Affordable

How much do you spend on advertising that reaps no value or ROI? We offer competitive pricing and packages.

6. It's Visible

You can be confident that interested prospects will see your message because they have to pull it from their mailbox.

7. It's Tactile

When someone holds print media in their hands, it grabs a consumer's interest & can persuade them to take action.

8. It's Effective

A recent Pitney Bowes study found that close to 40% of consumers surveyed have tried a new business for the first time because of information received via direct mail.

9. It Can Be Measured

We can implement your unique tracking numbers or QR codes directly into your advertisement to track ROI.

10. It's Uniquely Ours

We are the area's only printed magazine directly targeting Senior Living and offering a DIRECT MAIL package.

AD SPECIFICATIONS

ADVERTISING Specifications



2-Page Spread	Full Page	Half Page	Quarter Page
Copy Live Area: 15.75 x 10.375	Bleed Area: 8.625 x 11.181 Live Area: 7.875 x 10.375	Live Area: 7.875 x 4.835	Live Area: 3.812 x 4.835
Please add .25" for bleed on ad outside of live area.	Please add .25" for bleed on each side of live area.	Please add .25" for bleed on all outside of live area.	Please add .25" for bleed around all edges for ad.

Mechanical Requirements

- Publication Trim Size: 8.375" x 10.875"
 - Ad Sizes:
 - Spread Live Area: 15.75" W x 10.375" H
 - Full Page Live Area: 7.875" W x 10.375" H
 - 1/2 Page Horizontal: 7.875" W x 4.835" H
 - 1/4 Page Horizontal: 3.812" W x 4.835" H
- Bleed: Extend 1/8" on all sides beyond the trim size.
Safety: Allow 1/2" safety on all sides for live copy not bleeds. Allow 1/2" gutter safety for spreads.

Publisher's Services:

If no advertising materials are supplied, we will provide you with full design, layout and production services at **NO ADDITIONAL CHARGE**. Copy and artwork for agency designed ads must be supplied no later than 2 days post ad copy deadline.

- ARTWORK:** All artwork supplied to publisher must be at a resolution of 300 dpi. We cannot use artwork downloaded from a website due to quality. If you do not have access to high res artwork, please consult your sales representative for alternative options. Files can be in .jpg, .png, .tiff, .pdf, .eps formats.

Instructions and Recommendations for Electronic Files

- High resolution (300 dpi or greater) PDF files are preferred for ad submissions. All fonts & resources (images) must be embedded.
- Front Cover image sizing must be 1800x1500 dpi minimum for clarity and size.
- Logos and interior photos must be 300 dpi or 500x500 in size.
- Save PDF files to include bleed area for full page and spread ads only. No bleed for half or quarter size advertisements.
- QuarkXPress, InDesign, Photoshop, or Illustrator files are also accepted but may be subject to additional conversion changes.
- Include all fonts (screen/printer) & links used in ad. EPS or TIFF files must be CMYK with minimum resolution of 300 dpi.
- RGB or Pantone colors will be converted to CMYK.

Email Ad file or file components to ads@choicesincare.com

CHOICES

in *Senior* Living & Care

WE REACH YOUR TARGETED CONSUMER DIRECTLY!



WHAT TO EXPECT

- 15,000 Magazines Printed per Quarter
- 15,000 Targeted Direct Mail
- Your front cover on 15,000 Choices in Senior Living & Care Magazines
- Digital Ad ChoicesInSeniorLiving.com
- Social Media Exposure on the popular sites: Instagram, Google Facebook (**with 11,000+ fans following**)

What to expect

No surprise charges or expenses here. Your base advertising fee covers both print and direct mail.

Printed 4x Per Year Price Per Quarter

Full Page Package	\$1650
Half Page Package	\$897
Quarter Page Package	\$525
Directory Listing	\$300


ASK ME ABOUT DISCOUNTED ANNUAL CONTRACTED RATES

BE SEEN FIRST ON THE FRONT COVER

Front Cover: \$2,500 (includes masthead area inside magazine)

INCLUDES: Your business on the front cover of 15,000 **magazines direct mailed** to targeted consumers who will see you first when they receive the magazine in their mailbox! Your front cover ad points the reader to your interior ad.

ADVERTISING CONTACT INFORMATION:

Christine Hoza, Senior Publisher  972-740-0101  Christine@ChoicesInSeniorLiving.com