

# 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! Capture your targeted consumer with direct mail in the comfort and safety of their own home. CHOICES in Senior Living and Care is a Full-Size and high-quality printed publication targeting the senior population in the greater Tulsa, Oklahoma and NW Arkansas areas.



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.



First we want to *Thank You* for your interest in our magazine. Reaching your targeted consumer, when they need your services, 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  
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Digital versions of our magazines are available at anytime via our website: [ChoicesinSeniorLiving.com](http://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 In Mailboxes & On The Street

You can be sure your potential customers can see your ad in both distribution means of Direct Mail and Local Street Distribution.

### 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



Copy Live Area:  
15.75 x 10.375  
Please add .25" for bleed on ad outside of live area.

2-Page Spread

Bleed Area:  
8.625 x 11.181  
Live Area:  
7.875 x 10.375  
Please add .25" for bleed on each side of live area.

Full Page

Live Area:  
7.875 x 4.835  
Please add .25" for bleed on ad outside of live area.

Half Page

Live Area:  
3.812 x 4.835  
Please add .25" for bleed around all edges of ad.

Quarter Page

### 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 size 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**
- **Targeted Direct Mail and Local Street Distribution**
- 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

## What to expect

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

	Annual Agreement Rate Per Quarter	Quarterly Agreement Rate Per Quarter
<b>Full Page Package</b>	\$1830	\$2000
Regular Placement		
<b>Half Page Package</b>	\$1010	\$1100
Regular Placement		
<b>Quarter Page Package</b>	\$555	\$625
Regular Placement		
<b>Business Card Ad 2x3</b>	\$300	\$350
<b>Premium Placements</b>		
Inside Front Cover	\$2010	\$2200
Page 3	\$2010	\$2200
Inside Back Cover	\$2010	\$2200
Back Cover	\$2100	\$2400
<b>BE SEEN FIRST ON THE FRONT COVER</b>		
<b>Front Cover Package: \$3,000</b> (includes front cover & a full page inside)		
<b>INCLUDES:</b> Your business on the front cover of <b>15,000 magazines direct mailed and with local street distribution</b> to consumers who will see you first when they receive the magazine every quarter! Your front cover ad points the reader to your interior ad.		
<b>EXPAND YOUR DIGITAL EXPOSURE</b>		
Ask about opportunities to upgrade your community ad on our website.		

## ADVERTISING CONTACT INFORMATION:

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