

# CHOICES

MEDIA KIT in *Senior* Living & Care

## 10 REASONS TO ADVERTISE

*In a direct mailed print publication*

### Reach Seniors in your area

Our luxury publication is delivered to customers 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 Myrtle Beach.*



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!

*Ronald Lewis*  
Ronald Lewis  
Sales Director

*Jan Autin*  
Jan Autin  
Publisher

*Katrina Shrode*  
Katrina Shrode  
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:

**Ronald Lewis**, Sales Director  
**Tel: 843-489-2816**

Email: [Ronald@ChoicesInSeniorLiving.com](mailto:Ronald@ChoicesInSeniorLiving.com)

**Jan Autin**, Publisher  
**Tel: 985-264-8748**

Email: [Ads@ChoicesInCare.com](mailto:Ads@ChoicesInCare.com)

**Katrina Shrode**, Graphics  
**Tel: 941-468-9517**

Email: [Katrina@ChoicesInSeniorLiving.com](mailto:Katrina@ChoicesInSeniorLiving.com)

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

CHOICES IN SENIOR LIVING AND CARE | MEDIA KIT

[WWW.CHOICESINSENIORLIVING.COM](http://WWW.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



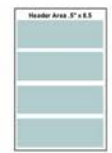
2-Page Spread



Full Page



Half Page



Quarter Page

## Mechanical Requirements

- Publication Trim Size: 8.375" x 10.875"
  - Ad Sizes: (width x height)
    - Spread Live Area: 15.325" x 10.375"
    - Full Page Live Area: 7.875" x 10.375"
  - **Community Designation:** Depending on your page placement, we will overlay a box with your community designation information. This Area Size is: 3.545" W x 0.578" H
  - **Community Information:** Please leave the bottom area size empty for information that we will input for uniformity throughout the magazine. This Area Size is: 8.375" W x 1.148" 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.
  - 1/2 Page Horizontal: 7.25" x 3.375"
  - 1/4 Page Vertical: 7.25" x 2.33"
- No Bleed on fractional ads | Special Inserts: Rates, specifications and availability upon request.

## 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](mailto:ads@choicesincare.com)

WE REACH YOUR TARGETED CONSUMER DIRECTLY

# What to expect

No surprise charges or expenses here. Your base advertising fee covers both print, local street distribution and direct mail to areas of Myrtle Beach, The Grand Strand, Conway & from Little River to Pawley's Island.

	Annual Agreement Rate Per Quarter	Quarterly Agreement Rate Per Quarter
<b>Full Page Package</b>	\$1730	\$1900
Regular Placement		
<b>Half Page Package</b>	\$910	\$1000
Regular Placement		
<b>Quarter Page Package</b>	\$455	\$525
Regular Placement		
<b>Directory Listing</b>	\$250	\$350
<b>Premium Placements</b>		
Inside Front Cover	\$1910	\$2100
Page 3	\$1910	\$2100
Inside Back Cover	\$1910	\$2100
Back Cover	\$2000	\$2300

## BE SEEN FIRST ON THE FRONT COVER

**Front Cover Package: \$3,000** (includes front cover & a 1/4 page inside)

**INCLUDES:** Your business on the front cover of **15,000 magazines direct mailed and 5,000 magazines with local street distribution** 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.

## EXPAND YOUR DIGITAL EXPOSURE

Ask about opportunities to upgrade your community ad on our website.



## Looking for more information?

Do you need design assistance or recommendations?

We can help! Drop an email to:

**Ads@choicesinseniorliving.com**



## WHY CHOOSE US?

- **20,000** Targeted Direct Mail & Local Distribution Quarterly
- **Your front cover on 20,000** Magazines every Quarter
- **Your Ad Online at:** ChoicesInSeniorLiving.com
- **Social Media Exposure**

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