



Services for Seniors (yellow) | Services for Providers (blue) Printed in BW and in full color on website

Ad type	Size	Rate	Specifications
1½ inch column box	3 ½" w x 1 ½" h	\$100	<u>Print ads</u> - grayscale 300 dpi (high resolution) PDF No crop marks
Business card	3 ½" w x 2" h	\$150	
Quarter page	3 ½" w x 4" h	\$225	
Half page – vertical	3 ½" w x 9 ¼" h	\$425	<u>Website ads</u> - RGB 72 dpi (low resolution)
Half page – horizontal	7 ½" w x 4 ¾" h	\$425	GIF, PNG, JPEG

Tab divider ads Printed in color

Quarter page	3 ½" w x 4 ¾" h	\$235	CMYK 300 dpi (high resolution) PDF No crop marks
Half page – vertical	3 ½" w x 9.76" h	\$435	
Half page – horizontal	7 ¼" w x 4 ¾" h	\$435	
Full page	7 ½" w x 9.76" h	\$850	

Website banner ads

Vertical	2.22" w x 8.33" h or 160 x 600 pixels	\$150	RGB - No crop marks 72 dpi (low resolution)
Horizontal	10.11" w x 1.25" h or 728 x 90 pixels	TBD	GIF, PNG, JPEG

Cover ads

Outside back – full page	7 ½" w x 10" h	\$7,800	CMYK 300 dpi (high resolution) PDF No crop marks
Outside back – half page	7 ½" w x 4 ¾" h	\$3,900	
Inside front – full page	7 ½" w x 10" h	\$3,400	
Inside front – half page	7 ½" w x 4 ¾" h	\$1,800	
Inside back – full page only	7 ½" w x 10" h	\$1,450	
NEW Full page bleed bleed 9" w x 11.5" h	live 7 ½" w x 10" h trim 8.5" w x 11" h	+ 10% of ad rate	

Memory Care section ads Memory Care and Hospice are printed in BW and in full color on website

Quarter page	3 ½" w x 4 ¾" h	\$275	<u>Print ads</u> - grayscale 300 dpi (high resolution) PDF No crop marks
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Hospice section ads

Full page only	7 ½" w x 10" h	\$375	<u>Website ads</u> - RGB 72 dpi (low resolution) GIF, PNG, JPEG
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Ad design and production fees Prices are per ad

Minor change of existing ad	Slight revision, swap out an image, change of a previous ad size	\$75
Layout of a previous design	Send us a rough layout and we'll design to your needs	\$125
Creative design	Submit images and copy and we create something from scratch	\$200