



Sarasota County Aging Network
2012 SCAN Senior Service Directory
Our 22nd Year!

Important Dates 2011
October 3
Last day for 10% discount
November 11
Space reservation deadline
December 15
Copy & Payment Due
Jan. 26, 2012
Publication

**Praise for the
SCAN
Directory..**

Today's seniors can improve your bottom line! They have more than their juniors to spend and invest. They're more active and pursue their interests passionately. Not a single demographic, they represent a continuum.

"Our ad pays for itself many times over each year...for us it's a must-do,"

To sell to them, tailor your marketing to their unique needs and style.

**ALF
Admissions
Director**

The SCAN Directory helps you do that better than any other publication. For over two decades, they've turned to the SCAN Directory for help with their buying decisions. It works. Next issue, let it work for you.

"We book many new assignments because of our ads in the SCAN Directory,"
**Companion/
Homemaker
agency owner**

The SCAN Directory

- ⇒ **Delivers 50,000 copies** of your message to seniors, their families & advisors
- ⇒ **Reaches a targeted audience.** Our distribution network, developed over the years and continually refined, ensures that you don't waste money on non-prospects.
- ⇒ **Readers are your customers.** They buy what most people do, and spend for healthcare, retirement communities, independent and assisted living, moving and bill paying services... more.
- ⇒ **They're buyers.** Our format means that readers are actively shopping when they read your ad. Readers tell us Directory ads influence them to buy from you Advertisers agree!
- ⇒ **The official publication of Sarasota County Aging Network**, a top local membership organization advocating for seniors. *A portion of proceeds helps support its activities, including grants to nonprofits helping seniors.*
- ⇒ **Is in its 22nd year** of publication. You know you're investing your advertising money in a *publication that will deliver your message as promised and has loyal readers* who trust the Directory for buying advice and information on services. Your ad will benefit. *The Directory offers:*
 - Guaranteed **Premium Positions**
 - **Free color** on all ads of 1/2 page or larger!
 - Free SCAN membership, website banner ad, editorial listing with all ads 1/4 page or larger. **\$150 value!**
 - **Web site listings** for all advertisers

"I've gotten calls from as far away as Michigan!"
**Geriatric Care
Manager**

Contact: Peter Baxter @ 941-870-3523 • pgbaxter@businesssolutiongroup.com

BOOST YOUR BUSINESS with an ad in Sarasota's most trusted publication for local seniors, their families & advisors!

- Reach a targeted audience of your best prospects • No waste
- Low rates & annual cycle save you money, give long exposure
- Reach buyers when they're ready to buy what you sell
- 50,000 copies annually distributed through newspapers, libraries, senior centers, senior communities, professional offices, hospitals & other locations frequented by seniors
- **Value Added:** Web site listing & hyperlink for all advertisers. **FREE** web site banner ad for ads 1/4 page & larger:
- **FREE** color 1/2 & full page ads
- Be a winner! Beat the competition! Companies that advertise do better than those who don't.

SCAN
Sarasota County Aging Network

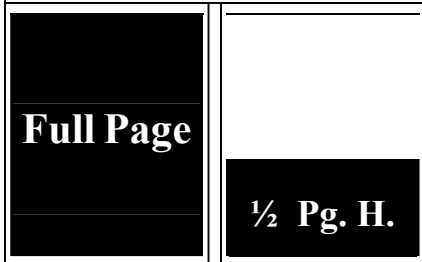


2012 Senior Services Directory

Important Dates

October 3, 2011 Last day for 10% discount **REQUIRES PAYMENT**
November 11 Deadline for space reservations at Regular Rate
December 15 Final Deadline—ad materials & payment due
Jan. 26, 2012 Publication Date

Beat the Competition, Maintain Market Share!
Reach customers when they're ready to buy!
Sarasota's most cost-effective senior publication!



Size	Dimensions	B&W	Color
Full Page [†]	7 1/2 x 10"	\$2,135	Free Color!
Half Page H/V [†]	7 1/2 x 4 3/4 / 3 1/2 x 10"	\$1,440	Free Color!
1/4 page [†]	3 1/2 x 4 3/4 "	\$ 695	\$900
Business Card (1/8 pg)	2 x 3 1/2"	\$440	Color + \$60

(Does not include directory listing or web banner ad)

Premium Positions			
Back Cover	8 5/16 x 10 3/4"	\$3,641	Free Color!
Inside covers	7 1/2 x 10"	\$3,123	Free Color!
First/Last Text Pg	7 1/2 x 10"	\$3,123	Free Color!
Face table of contents	7 1/2 x 10"	\$2,475	Free Color!

Advertorials Sized & priced at display rates—minimum 1/4 page
[†]*Note: includes one 35-word print directory listing (\$2/additional word), web site listing and banner ad with link. Extra listings may be purchased. Free color for non-premium ads subject to availability.

Listings: One free basic listing (Business name & contact info) to all SCAN members with 2012 dues **paid** by 12/1/11
Enhanced listings (adds 35-word description) Members, \$120/ Non-members, \$275 Use this form. Indicate category.

Use this form to reserve your space. Fax 941-870-2699, Mail: 4411 Bee Ridge Rd., #195, Sarasota FL 34231. Email: SCAN@BusinessSolutionGroup.com. Phone: 941-870-3523 **See Reverse of this form for additional important information.**

Advertiser: [‡]_____ Contact: _____ Billing Info Attached

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ - _____ - _____ Fax: _____ - _____ - _____ include in listing Send listing proof by email fax

Email: _____ include in listing Web site: _____ include in listing

Ad size: _____ B & W Color Cost: \$ _____ Enclosed: \$ _____ Balance Due \$ _____

Position Request: _____ Signed by: _____

Listing Basic member Enhanced [†] Category: _____ Description: (35 words **)

[†] Ads 1/4 page or larger include one free listing. Additional listings may be purchased. ** Contact info does not count towards your total.
[‡] Please list here the information you want in your listing. If contact/billing info is different, please list on separate sheet & include it.
Please keep the yellow copy for your files and send us the original

2012 SCAN DIRECTORY

- **10% discount requires payment on or before October 3, 2011**
- **Payment and ad copy due December 15, 2011.**
- **Publication Date: January 26, 2012**

Ad copy and payment in full are due no later than December 15, 2011. Send this form and your check (payable to SCAN) to the address below or *reserve online at www.businesssolutiongroup.com.*

Advertisers must provide camera-ready artwork of adequate quality sized to the dimensions in this contract. You may supply "hardcopy" (reflective), or electronic art in Adobe PDF format, on CD or e-mail it to SCAN@BusinessSolutionGroup.com, if less than 20mb. For larger files or more information, call.

We will not change an advertiser's camera-ready ad or be responsible for errors or typos therein. Proofs of camera-ready ads by request only. Corrections and other ad-related services are available. Call for a quotation.

Publisher reserves the right to reject advertisements. The advertiser agrees to comply with all deadlines, including payment of advertising charges in full and provision of artwork. A finance charge of 1-1/2% per month will be added to amounts due after January 3, 2012.

Advertiser warrants that its material complies with legal and regulatory requirements, including copyright, and agrees to indemnify The Business Solution Group and SCAN from all claims arising from publishing it.

Free color offer for ½ page & full-page ads subject to availability and limited to positions of publisher's choice. Publisher will try to accommodate position requests, but only premium positions are guaranteed. Position requests will be considered on a first-come, first-served basis, with preference given to earliest reservation paid in full. All advertising must be submitted and paid in full on or before December 15, 2011 to be placed in publication and/or above-mentioned web site.

Please note: this year's rates for ads DO NOT include SCAN membership.

Proofs of **Enhanced Listings** will be emailed about December 26th, with an approval deadline, after which copy will be assumed correct. Please indicate if you'd prefer a fax. Be sure to give accurate contact information for your desired proofing method. Claims for errors or omissions must be made within 30 days of publication.

Certain non-profit organizations may qualify for a free listing in the SCAN Directory. Please apply using this form: indicate you're applying as a non-profit and provide documentation that you have 501(c)(3) status, no paid staff and do not pay for advertising in other media.

CANCELLATION: After Dec. 26, 2011 there will be a 50% fee. No cancellations after January 4, 2011

Contact: Peter Baxter

The Business Solution Group at 4411 Bee Ridge Rd, #195, Sarasota FL 34231
941-870-3523 • 941-870-2699 (Fax) • E-mail: SCAN@BusinessSolutionGroup.com