

Our 21st Year!

Sarasota County Aging Network
SCAN Senior Service Directory

Important Dates 2010

October 1

Last day for 10% discount

November 12

Space reservation deadline

November 26

Copy & Payment Due

Jan. 27, 2011

Publication

**Praise for the
SCAN
Directory..**

Today's seniors can improve your bottom line! Less affected by the recession than their juniors, they have more to spend and invest. Defying stereotypes, modern seniors are more active and pursue their interests passionately.

*"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

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

**Admissions
Director**

The SCAN Directory

*"We book many
new
assignments
because of our
ads in the
SCAN
Directory,"*

**Companion/
Homemaker
agency owner**

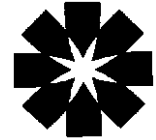
- ⇒ **Delivers 50,000 copies** of your message to seniors, their families & advisors
- ⇒ **Reaches a targeted audience.** Our distribution network, developed over the years and continually refined, ensures that you don't waste money on non-prospects.
- ⇒ **Readers are your customers.** They buy what most people do, *and* spend for healthcare, retirement communities, independent and assisted living, moving and bill paying services... more.
- ⇒ **They're buyers.** The directory's format means that readers are actively shopping when they read your ad. Readers tell us that they're influenced by Directory ads and buy from advertisers. Advertisers agree!
- ⇒ **Is the official publication of Sarasota County Aging Network, a leading local membership organization advocating for seniors. A portion of proceeds helps support its activities.**
- ⇒ **Is in its 18th 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 **included** 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**

SCAN

Sarasota County Aging Network



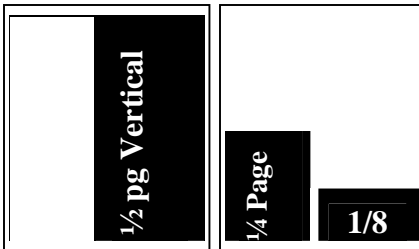
2011 Senior Services Directory

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 looking for what you sell
- 50,000 copies annually distributed through newspapers, libraries, senior centers, senior communities, professional offices, hospitals & other locations seniors frequent
- Value Added: Web site listing & hyperlink for all advertisers. FREE: web site banner ad, 2011 SCAN membership for ads 1/4 & larger. **FREE** color 1/2 & full page ads
- Be a winner! Beat the competition! Companies that advertise in bad times do better than those who don't.

Important Dates

- October 1, 2010** Last day for 10% discount **REQUIRES PAYMENT**
November 12 Deadline for space reservations at Regular Rate
November 26 Final Deadline—ad materials & payment due
Jan. 27, 2010 Publication Date



Size	Dimensions	B&W	Color
Full Page [†]	7 1/2 x 10"	\$1990	Free Color!
Half Page H/V [†]	7 1/2 x 4 3/4 / 3 1/2 x 10"	\$1,360	Free Color!
1/4 page [†]	3 1/2 x 4 3/4 "	\$ 670	\$870
Premium Positions			
Back Cover	8 5/16 x 10 3/4"	\$3,360	Free Color!
Inside covers	7 1/2 x 10"	\$2,889	Free Color!
First/Last Text Pg	7 1/2 x 10"	\$2,889	Free Color!
Face table of contents	7 1/2 x 10"	\$2,300	Free Color!
Center/Double Spread	7 1/2 x 10"x2	\$3,435*	Free Color!

Advertorials Sized & priced at display rates—minimum 1/4 page

[†]**Note:** All of the above include 1 free SCAN membership, 1 free 35-word directory listing (\$2/additional word), website listing and banner ad with link to your site. Extra listings may be purchased. Free color for 1/2 & 1-page, subject to availability.

Business Card (1/8 pg) 2 x 3 1/2" **\$400—color, add \$60**

- Includes: SCAN Website listing & hyperlink
- Not included: membership, directory listing, web banner ad

Directory Listing Only[†] Members \$155 Non-Members \$250

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**

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

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

Position Request: _____ **Signed by:** _____

Listing Copy: [†] **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 make a copy for your files and send us the original

2011 SCAN DIRECTORY

- **10% discount requires payment on or before October 1, 2010**
- **Payment and ad copy due November 26, 2010.**
- **Publication Date: January 27, 2011**

Camera-ready ads and payment in full are due on or before November 26, 2010. Please make all checks payable to SCAN and mail them to the address below along with artwork, if applicable. ***Please include a copy of this form with your submissions or reserve on line at www.businesssolutiongroup.com.***

Advertisers are responsible for providing camera-ready artwork sized to the dimensions in this contract. Ads may be supplied as "hardcopy" (reflective) art or electronically. It must be of adequate quality. Electronic art may be supplied on CD or e-mailed to SCAN@BusinessSolutionGroup.com, if less than 20mb. Adobe PDF is preferred. Please call for information on other formats, sending larger files or help preparing electronic art.

No changes or alterations will be made to an advertiser's camera-ready ad. Publisher will not be responsible for errors or typos therein. Proofs of camera-ready ads by request only. Ad design, corrections, creative and other production services are available from the publisher. Call for a quotation.

Publisher reserves the right to reject advertisements submitted. 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, 2011.

Advertiser warrants that material submitted complies with all legal and regulatory requirements, including copyright, and agrees to indemnify The Business Solution Group and SCAN from all claims arising from advertiser's failure to comply.

Free color offer for 1/2 page & full-page ads subject to availability and limited to positions of publisher's choice. Publisher will endeavor 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 advertisers paid in full. Publication of advertising cannot be guaranteed until paid in full. All advertising must be submitted and paid in full on or before November 26, 2010 in order for advertisement to be placed in publication and/or above-mentioned web site.

A proof of your **listing** will be faxed to you with a date for approval. Proofs not returned by that date will be assumed correct. Please provide a fax number and indicate if you want it published or not. Claims for errors or omissions must be made within 30 days of publication.

CANCELLATION: Ads cancelled after Dec. 1, 2010 will be subject to a 50% fee. No ads may be cancelled after December 28, 2010

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