



2012 MAN Senior Service Directory
Manatee Aging Network
Published annually

Important Dates 2011

August 12

10% Discount Ends

September 6

Space Reservations

September 20

Copy & Payment

November 10

Publication

**Praise for
the
MAN
Directory..**

*"Prospects
check us out
because
of our
ad...We get
new move-
ins
regularly."
-- ALF
marketing
manager*

*"Among our
most cost-
effective
advertising."
-- Home
companion
service
owner*

Today's seniors can improve your bottom line! They're valuable customers for almost anyone who sells something in our area.

Defying stereotypes, they are active, pursue their interests passionately and spend more on leisure, travel, entertainment and dining. They've been less affected by the recession than their juniors and have more to spend.

The MAN Directory

- ⇒ **Delivers a minimum of 30,000 copies** of your message to seniors, their families & advisors
- ⇒ **Reaches a targeted audience.** Our distribution network, developed over the years and continually fine-tuned ensures that you don't waste money on non-prospects.
- ⇒ **Readers are your customers.** They buy most of same things as everyone else, *and* elderly care, retirement communities, independent living, home health care, assisted living, moving assistance, bill paying services... more.
- ⇒ **They're buyers.** Our format virtually guarantees that readers are actively shopping when they read your ad. Readers tell us that Directory ads influence them to buy from you. Advertisers agree!
- ⇒ **The official publication of Manatee Aging Network**, a local membership organization advocating for seniors. *Proceeds help support grants to nonprofits helping seniors.*
- ⇒ **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 MAN membership, editorial listing, website banner ad **included** with all ads 1/4 page or larger. **\$150 value!**
 - **Web site listings** for all advertisers

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

**2012 Annual
Senior Services
Directory**

Our 18th Year!



Manatee Aging Network

IMPORTANT DATES:

Pay today to Save 10% August 12, 2011
 Full Price Space Reservations Sept. 9, 2011
 Copy & Final Payment Sept. 26, 2011
 Publication Nov. 10, 2011

**Questions? Call us at 941-870-3523
 email: MAN@Businesssolutiongroup.com**

Act Soon & Save!

Reservation Form

Reserve & Pay by August 12, 2011 for 10% Discount!

Reach your best customers all year without paying again and again!

- 30,000 copies—**Reach buyers!! Seniors, families & referral sources use the directory when they're ready to shop. Don't waste money on non-prospects.**
- **FREE** web site listing with hyperlink for all advertisers
- **BONUSES** worth up to \$500 • Worldwide exposure
- Repeated exposure means better recall
- Advertising when others don't puts you ahead
- **FREE** color on ads 1/2 page or larger
- **FREE** 2012 MAN membership & web banner ad for all ads 1/4 page or larger

Display	Ad Size	Dimensions (w x h)	FREE COLOR	Ad Size	Dimensions (w x h)	Black & White	Color
	Full Page*	7-1/2" x 10"	\$ 1,4250.00	1/4 Page*	3-1/2" x 4-3/4"	\$ 495.00	\$605.00
Half Page Horizontal*	7-1/2" x 4-3/4"	\$ 820.00	Business Card*	3-1/2" x 2"	\$250.00	\$275.00	
Half Page Vertical*	3-1/2" x 10"	\$ 820.00	*Does NOT include a listing membership or banner ad				

Premium						Covers & Premium Positions					
Back Cover*	Inside Front Cover*	1st Text Page*	Opposite Table of Contents*	Last Text Page*	Inside Back Cover*						
\$3725.00	\$2,195.00	\$2,195.00	\$1,705.00	\$1,560.00	\$1,560.00						

Ads 1/4 page or more include one 2012 MAN membership & web banner ad. 1/2 page or more FREE color. FREE web listing. for all advertisers

Directory Listing Contact information plus a 35-word description.
 Additional words, \$2.00 each. Please indicate your desired copy on the form below.
 Non-member \$ 140.00 Member \$ 70.00

Your Information—Complete & Return

Please provide information below as it should appear in your listing. If billing info differs, please list on separate sheet.

Advertiser: _____ Contact: _____

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

Phone: () _____ Fax: () _____ publish E-mail: _____ publish

Web site: _____ publish I'd like Directory related communications by: Fax E-mail.

Ad size: _____ Black & White Color Please send me your email newsletter of marketing tips & Directory information.

Position Request: _____ Cost: \$ _____ Amt. Enclosed: \$ _____ Balance Due:** \$ _____

Signed by: _____ Title: _____

Category Desired: _____ Listing Copy(35 words) _____

†Display advertisers (1/4 page or larger) receive one free listing. Additional listings may be purchased. **To reserve your advertising space**, fax this form to The Business Solution Group at 941-870-2699, email to MANDIRECTORY@businesssolutiongroup.com. Reserve on-line at www.yourpublisher.com or mail it to 4411 Bee Ridge Rd #195, Sarasota FL 34233 by **9/26/2011**. Mail checks and artwork to this address as well. **MAKE CHECKS PAYABLE TO MAN. Position requests honored in order of date payment received.**

Please keep a copy for your records—Please see reverse for important information!

2012 MAN DIRECTORY

- 10% discount requires payment on or before *August 12, 2011*
- Space reservations deadline: *September 9, 2011*
- Payment and ad copy due *September 26, 2011*.
- Publication Date: *November 10, 2011*

Please note that this form creates a binding agreement. By completing and returning it you are agreeing to the following:

Camera-ready ads and payment in full are due on or before *September 26, 2011*. Please make all checks payable to MAN 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 MAN@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.

Advertiser warrants that material submitted complies with all legal and regulatory requirements, including copyright, and agrees to indemnify The Business Solution Group and MAN 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 *September 26, 2011* in order for advertisement to be placed in publication and/or above-mentioned web site.

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

CANCELLATION: Ads cancelled after *September 26, 2011* will be subject to a 50% fee. No ads may be cancelled after October 10, 2011

Contact: Peter Baxter *Send all Directory correspondence, including reservations, artwork, payments to:*
The Business Solution Group at 4411 Bee Ridge Rd, #195, Sarasota FL 34231
941-870-3523 • 941-870-2699(Fax) • E-mail: MAN@BusinessSolutionGroup.com