

Wellness & Healthy Living *for Seniors*

SPRING
ISSUE

*available end
of May!*

ShareCareLeelanau.org

Welcome to our 2024 Wellness & Healthy Living for Seniors publication!

At ShareCare of Leelanau, we are passionate about making a positive impact in our community. 2024 brings 30 years of ShareCare supporting Leelanau County Seniors. Today, I am reaching out to you with an exciting opportunity that not only benefits your business but also contributes to the greater good.

This year, **Wellness & Healthy Living for Seniors** will be published twice—Spring 2024 and Fall 2024. This magazine is a powerful platform to connect businesses like yours with the most influential group living in Leelanau County—seniors.

We offer various advertising packages tailored to meet the specific needs of your business. Whether it's a full-page advertisement, a sponsored feature, or a mention in our community spotlight section, we have options that fit your budget.

Thank you for considering this opportunity. We look forward to working together and making a difference in our community!

Thank you!



Dawn Bousamra
Executive Director, ShareCare of Leelanau, Inc.

WHY YOUR BUSINESS SHOULD CONSIDER ADVERTISING IN WELLNESS & HEALTHY LIVING FOR SENIORS.

- **COMMUNITY ENGAGEMENT:** By aligning your brand with our nonprofit-focused magazine, you demonstrate a commitment to community engagement and social responsibility. Customers appreciate businesses that actively support causes that matter.
- **TARGETED AUDIENCE:** 8,000 mailed directly to homes throughout Leelanau County and surrounding areas. 2,000 placed within the business community.
- **POSITIVE BRAND IMAGE:** Being featured in a nonprofit magazine enhances your brand's image. It showcases your commitment to making a positive impact and fostering goodwill among your customers and potential clients.
- **INCREASED VISIBILITY:** Reach a wider audience and increase your brand visibility. The magazine allows your business to be noticed by individuals who may not have come across your products or services otherwise.



SCHEDULE OF DEADLINES

Wellness & Healthy Living for Seniors

Spring 2024

Editorial Deadline: March 4
Ad Space Reservations: March 28
Client Supplied Ads: April 5

Fall 2024

Editorial Deadline: July 8
Ad Space Reservations: Aug. 1
Client Supplied Ads: Aug. 5

ADVERTISING CONTACT

DAWN BOUSAMRA, EXECUTIVE DIRECTOR
231.256.0221 ext. 302
dawn@sharecareleelanau.org

ADVERTISING/DESIGN CONTACT

SALLY BANCROFT, DESIGNER
231.944.8904
sally@sharecareleelanau.org



Spring // Fall 2024 Advertising Rates & Guidelines

Body Ads

SIZE	DIMENSION (WxH)	1 ISSUE	2 ISSUES
Full Page	8-1/8" x 10-3/4"	\$1,425	\$1,225
2/3-page V	4 3/16" x 10-3/4"	\$1,185	\$1,065
1/2-page H or V	7-6/16" x 4-3/4" or 3-9/16" x 9-5/8"	\$996	\$860
1/3-page Sq or V	4-13/16" x 4-3/4" or 2-5/16" x 9-5/8"	\$725	\$650
1/4-page V	3-9/16" x 4-3/4"	\$525	\$465
1/6-page V	2-5/16" x 4-3/4"	\$395	\$348

Premium Ads

SIZE	DIMENSION (WxH)	1 ISSUE	2 ISSUES
Inside Front/Back Cover	8-1/8" x 10-3/4"	\$1,885	\$1,650
Outside Back Cover	8-1/8" x 10-3/4"	\$2,725	\$2,500
2 Page Spread	16-3/4" x 10-3/4" (add 1/8" bleed)	\$1,995	\$1,825

FULL PAGE

LIVE AREA:
7-3/8" (7.375) Wide
9-5/8" (9.625) High

WITH 1/8 INCH BLEED:
8-3/8" (8.375) Wide
11" (11) High

TRIM SIZE:
8-1/8" (8.125) Wide
10-3/4" (10.75) High

1/3 PAGE SQUARE
4-13/16" x 4-3/4"

1/6 PAGE VERTICAL
2-5/16" x 4-3/4"

1/2 PAGE HORIZONTAL
4-13/16" x 4-3/4"

1/4 PAGE VERTICAL
2-5/16" x 4-3/4"

1/2 PAGE HORIZONTAL
3-9/16" x 5-5/8"

2/3 PAGE VERTICAL
4-13/16" x 10-3/4"

1/3 PAGE VERTICAL
2-5/16" x 9-5/8"

Printed on Glossy Stock • Full Color • Saddle stitched

DISTRIBUTION: 10,000 (8,000 mailed directly to Leelanau County Households)

Digital file of magazine on ShareCare's website with hyperlinks to each advertiser's website.

Advertising Submission Guidelines & Terms of Agreement

Publication Specifications

TRIM SIZE: Publication: 8.125" x 10.75"

BINDING: Saddle Stitch

PRINTING: Sheet fed offset

Digital Ad Requirements

Ads submitted must meet the publisher's production guidelines.

PREFERRED AD SUBMISSION METHOD: Press quality PDF is the preferred method of ad submission for this magazine.

OTHER SUBMISSION METHODS: We accept composite JPG (preferred), TIF, or EPS files with the color mode CMYK at 600-900 dpi for color ads or color mode Gray scale for black and white ads.

SUBMIT YOUR AD: Our email system will accept files up to 15 MB. Email ads to our designer:

Sally Bancroft

sally@sharecareleelanau.org

DIMENSIONS: All ads must be configured to fit the ad sizes as indicated on the rate card. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. On full page ads do not put text outside the live area 7.375" x 9.625" centered.

There is no need to add registration or crop marks.

PREPARATION: If the production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and resubmit the ad or the advertiser may request the publisher to alter the ad to meet specifications.

SPECIAL POSITIONS: Special positions are guaranteed for premium placement options ONLY. Special positions may be requested, however, we reserve the right to make adjustments according to design needs and cannot be held to any special position request.

Advertising Agreement

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

Payment Options

Invoices are to be paid pre-print, per each scheduled issue. Orders issued on a per issue basis will be charged at the 1X rate. Prices listed as per insertion. MasterCard, Visa, or check made payable to ShareCare of Leelanau, at space deadline for pre-payment.

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The logo for ShareCare, featuring the word "Share" in a blue script font, a heart symbol, and the word "Care" in a blue script font. The logo is centered and framed by a dotted line.

OUR MISSION:

We support and enhance the well-being of seniors in Leelanau County through a network of volunteers and community.

OUR VISION:

We will be a model for advancing wellness education and experiences for older adults, providing lifestyle support through accessible services, community connection, and a robust volunteer network.