



INSERTION ORDER

2023-2024 MCSSN Senior Solutions

Orders Due:

Thursday, March 31, 2022

Materials Due:

Friday, April 29, 2022

Payment Due:

Thursday, March 31, 2022

Mailing Date: August 2022

CONTACT

SEND MATERIALS/QUESTIONS TO:

Melinda Mallari

330.212.5986

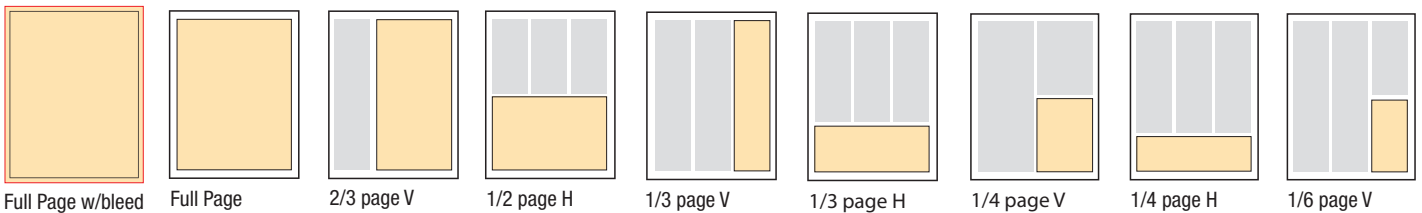
melinda@precisionmarketservices.com

Make checks payable to:

Precision Market Services

PO Box 291, Hinckley OH 44233

ADVERTISER
BILLING ADDRESS
CITY, STATE, ZIP
CONTACT
PHONE
EMAIL



Ad Sizes & PRICING				
Trim Size = 8.374 x 10.875 (24 Months Shelf Life)				
Position	Size (including bleed where applicable)	PRICE	QUANTITY	TOTAL
Back Cover /1	8.625" W x 11.125" H	\$4,000		
Inside Cover B/F	8.625" W x 11.125" H	\$3,250		
Inside Full Page	7.5" W x 9.875" H	\$1,850		
2/3 Page Vertical	4.9" W x 9.875" H	\$1,550		
1/2 Page Horizontal	7.5" W x 4.8" H	\$1,250		
1/3 Page Vertical	2.33" W x 9.875" H	\$ 850		
1/3 Page Horizontal	7.5" W x 3" H	\$ 850		
1/4 Page Vertical	3.65" x 4.8" H	\$ 650		
1/4 Page Horizontal	7.5" W x 2.27" H	\$ 650		
1/6 Page Vertical	2.33" W x 4.8" H	\$ 450		
TOTAL				

Distribution

20,000 copies are printed for distribution via direct-mail, pickup at senior centers/events, and on-demand. 15,000 additional postcards promoting the guide are direct-mailed. Unlimited digital copies are available 24/7 to view/download on the website.

Trim size:

8.375" x 10.875"

File Formats:

High-resolution PDF (300 dpi, CMYK), saved as PDFX-1A

Resolution:

300 dpi (dots per inch)

Fonts:

All fonts should be outlined.

Images:

Make sure all images are CMYK. When creating a bleed advertisement, keep all LIVE matter, not intended to trim, 1/4" from TRIM edges and that the bleed size extends on all sides of the ad.

Authorized Signature

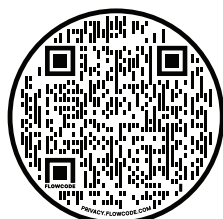
Name (printed)

Date

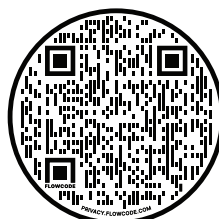
MCSSN SENIOR Solutions

Please check up to two categories for directory listings. Write in a category if yours is not listed.

- | | |
|---|--|
| <input type="checkbox"/> Adult Day Care & Respite Care | <input type="checkbox"/> Food Pantries & Nutrition |
| <input type="checkbox"/> Age in Place Home Modifications | <input type="checkbox"/> Funeral Counseling & Services |
| <input type="checkbox"/> Alzheimer's & Dementia Care | <input type="checkbox"/> Health & Fitness |
| <input type="checkbox"/> Assisted Living | <input type="checkbox"/> Home Health Care – Medical |
| <input type="checkbox"/> Care Selection & Referral Services | <input type="checkbox"/> Home Health & Personal Care – Non-Medical |
| <input type="checkbox"/> Caregiver Resources/Support Groups | <input type="checkbox"/> Hospice Services in Health Facilities |
| <input type="checkbox"/> Clinics & Hospitals | <input type="checkbox"/> Hospice Services In-Home |
| <input type="checkbox"/> Counseling & Assessments | <input type="checkbox"/> Independent Living |
| <input type="checkbox"/> Crisis & Abuse Information | <input type="checkbox"/> Insurance - Medicare, Asset Protection, Long Term |
| <input type="checkbox"/> Downsizing, Relocation & Estate Sales | <input type="checkbox"/> Legal Guidance |
| <input type="checkbox"/> Education & Senior Enrichment | <input type="checkbox"/> Rehabilitation & Therapy Facilities |
| <input type="checkbox"/> Extended Care Facilities & Nursing Homes | <input type="checkbox"/> Senior Centers |
| <input type="checkbox"/> Financial & Retirement Planning/Consulting | <input type="checkbox"/> Services & Supplies – Medical & Non-Medical |



digital guide



follow us on Facebook

(scan these codes on a mobile device)

Thank you for your order!