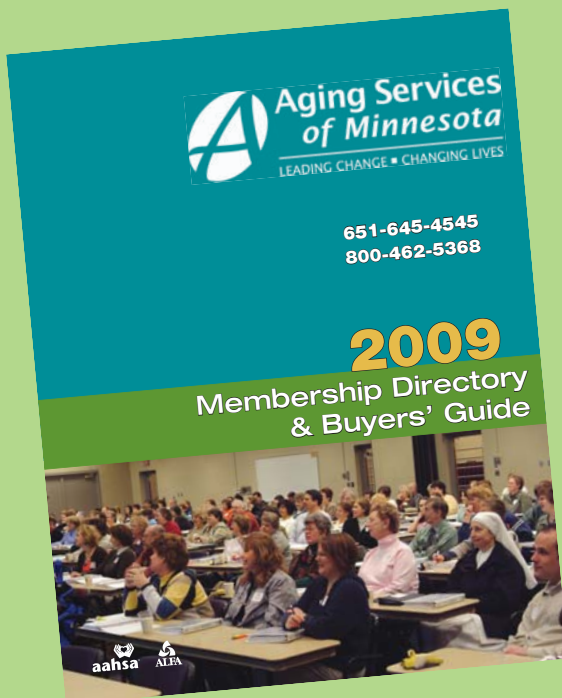


Media Kit

2009 Aging Services of Minnesota Membership Directory & Buyers' Guide



Your direct link to Aging Services of Minnesota members

- ✓ 680+ provider member organizations
- ✓ 2,000+ decision makers
- ✓ \$300+ million in buying power

Aging Services of Minnesota (formerly Minnesota Health & Housing Alliance)

2550 University Avenue West, Suite 350 South, St. Paul, MN 55114-1900

651.645.4545 • 800.462.5368 • Fax: 651.645.0002 • www.agingervicesmn.org

Overview

For more information, visit:
www.agingervicesmn.org

2009 Aging Services of Minnesota Membership Directory & Buyers' Guide



Aging Services of Minnesota (*formerly Minnesota Health & Housing Alliance*) is Minnesota's largest association of aging services organizations. Our 680+ members serve over 40,000 Minnesotans every day in settings across the continuum from home to congregate housing to assisted living to care centers. Aging Services members are diverse but share a common focus on person-directed living, missions of service to their communities and choice in older adult services.

Connect your business to buyers

The Membership Directory & Buyers' Guide is used extensively throughout the year by members to stay informed of association information and as a comprehensive buyers' guide for the products and services they use most often. They realize that advertiser support makes this directory possible, and recognize the importance of **doing business with companies that support their association.**

TARGET KEY DECISION MAKERS

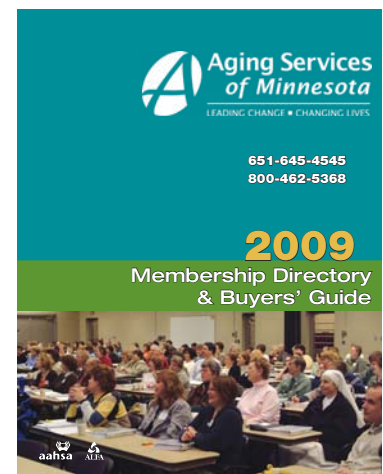
- By placing your advertisement in the 2009 Member Directory and Buyer's Guide, your company will connect with each and every member facility, reaching top level management with the vision and authority to make crucial buying decisions (*usually reaching an administrator, CEO, senior housing director, nursing director, finance or purchasing director*). **Put your company name in front of the people who make decisions on where their money is spent.**
- Aging Services of Minnesota members represent a growing market collectively serving more than 40,000 seniors daily - and that number is growing. By the year 2030, the number of Minnesotans over the age of 65 is projected to double to nearly 1.3 million - **many will rely on our members for services and housing needs.**
- Support the fine work your association does to advance the missions of older adult service providers.
- Position your company as a true industry leader and strategic partner with providers who have the vision, heart and power to create the future of aging services.

Advertise in the 2009 Membership Directory and Buyer's Guide...

The Aging Services of Minnesota Directory & Buyers' Guide is an 8-1/2 x 11" spiral bound volume. It's a valued handbook of information for members when looking for contact points for businesses that offer services and products. It also includes information about the services Aging Services of Minnesota provides, plus when you flip the book over you'll find an expanded section on Alliance Purchasing vendors.

Positioned behind the Business Partner tab at the front of the publication are the yellow page Business Partner Pages which is a categorized directory of equipment suppliers, distributors and service providers. Only authorized Business Partner vendors are listed. Business Partner members receive a free listing in this section by business category.

Several premium advertising positions including four 4-color tabs printed on cover stock and a variety of ad size options are available within this directory.



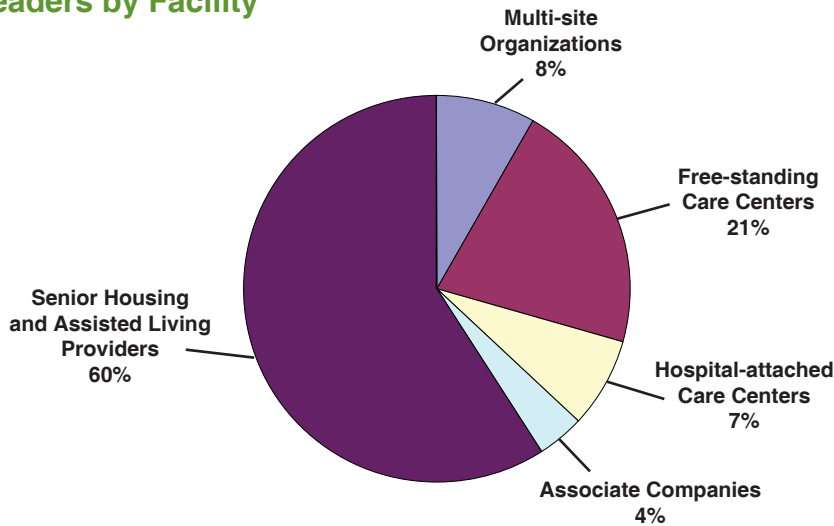
Unbeatable buying power

Aging Services of Minnesota Membership At-a-Glance

Who We Are

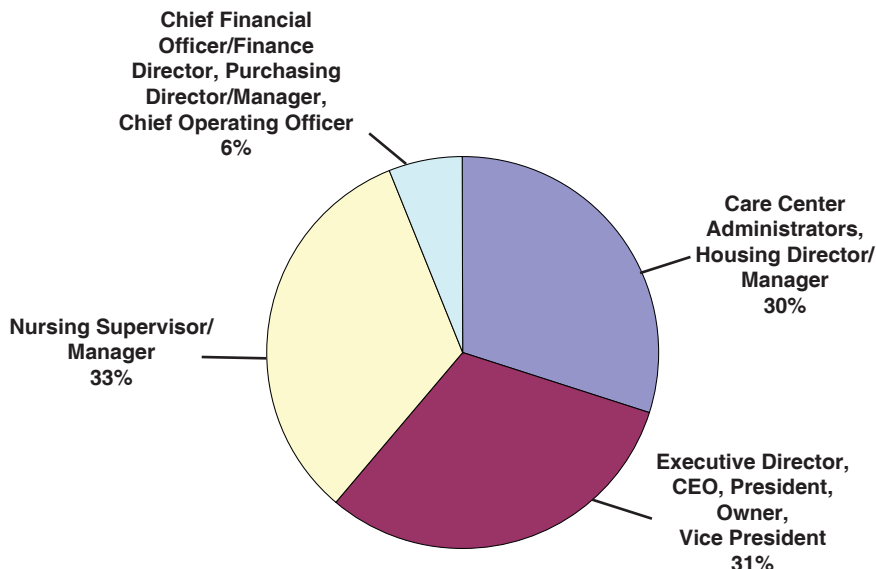
Over 680+-strong membership base represents the aging services field.

Readers by Facility



Home Care Services are provided by 300+ facilities

Readers by Job Title



What Members Buy

Aging Services members spend annually on:

- Architects
- Bariatric Equipment
- Billing Software
- Clinical Software
- Computer Hardware
- Construction Management
- Consultants
- Electronic Health Records
- Electronic Resident Care Monitoring
- Electronics/Video Equipment
- Environmental Services
- Financial/Investment Services
- Food Service
- Food Service Management
- Furnishings/Interiors
- Grantwriting Consultants
- Graphic Design Services
- Hardware Fixtures
- Housekeeping, Maintenance Services, Supplies & Equipment
- Industrial Supplies/Tools
- Insurance - Property & Liability/Worker's Comp.
- IT Consultants
- Landscape Services
- Laundry Outsourcing
- Legal Answers
- Linen, Textiles and Uniforms
- Marketing/PR/Mgmt Consultants
- Medical Laboratory Services
- Medical Supplies and Equipment
- Nurse Call Communications
- Nutritional Supplements
- Office Products/Equipment
- Oxygen/Respiratory Services
- Pharmaceutical
- Printing/Promotion
- Real Estate Development
- Rehabilitation Services
- Residential Care and Personal Products
- Retirement Plan Specialists
- Staffing Specialists
- Telephone/Wireless Communications
- Textiles
- Time/Attendance Software
- Transportation Services
- Wound Care Products
- X-Ray/Imaging Services

Ad Rates & Sizes

2009 Aging Services of Minnesota Membership Directory & Buyers' Guide

Premium Positions Four Color	Ad Size	Member* Rate	Non-member Rate
Inside Front Cover Page size: 9" x 11"	7-3/4" wide x 10" tall Bleed size: 9-1/8" x 11-1/8"	\$1,500	\$1,800
Opposite Inside Front Cover	7-1/2" wide x 10" tall Bleed size: 8-5/8" x 11-1/8"	\$1,500	\$1,800
Inside Back Cover (AP vendors only) Page size: 9" x 11"	7-3/4" wide x 10" tall Bleed size: 9-1/8" x 11-1/8"	\$1,250	\$1,500
Section Divider Tabs Page size: 8-1/2" x 11", cover stock Front or back	7-1/2" wide x 10" tall Bleed size: 8-5/8" x 11-1/8"	\$1,250	\$1,550
Display Ad Rates	Ad Size	Member Rate	Non-member Rate
Full Page - Page size: 8-1/2" x 11" Color and B&W**	7-1/2" wide x 10" tall Bleed size: 8-5/8" x 11-1/8"	\$1,000 add \$250 for color	\$1,300 add \$250 for color
Half Page - B&W (horizontal) Half Page - B&W (vertical)	7-1/2" wide x 4-7/8" tall 3-5/8" wide x 10" tall	\$550	\$700
Quarter Page - B&W (vertical)	3-5/8" wide x 4-7/8" tall	\$450	\$600
Eighth Page - B&W (horizontal) (business card)	3-5/8" wide x 2-1/4" tall	\$300	\$450

* To qualify for the member rate, Aging Services 2009 Business Partner dues must be paid in full at the annual rate of \$1,100. Advertisers with dues in arrears will be charged the non-member rate.

** Ad placement is within the Business Partner or Alliance Purchasing vendor sections with the exception of four color, full page ads which run in the Your Association section (Alliance Purchasing vendor ads are placed in the Alliance Purchasing section).

Save - become an Aging Services of Minnesota Business Partner today! Call Adam Suomala at 651.645.4545 for further information or go online to www.agingervicesmn.org/index/join_aging

2009 Business Partner Listing Options

Only firms qualifying as Aging Services of Minnesota Business Partners may be listed in the Business Partner section of the Buyer's Guide. Firms that would like greater visibility may purchase expanded description space to a maximum of 75 words. A basic listing consists of company name (in bold) with address, phone, fax, Web site, primary contact, direct number, e-mail address, and a 25-word product/company description. This section of the Buyers' Guide is sorted by Business Category.

Basic Listing (see above for description)	Free
Basic Listing plus Black and White logo	\$200
Black and white logo and listing with up to 75-word description	\$350 Without logo \$250

Deadlines: Advertising Final Closing Date: January 30, 2009; Artwork Final Due Date: February 6, 2009

Cancellations: Advertisers who cancel reserved space after the closing deadline pay a penalty of 50% of the contract value. Cancellations may only be submitted in writing. Cancellations cannot be accepted after the artwork closing date.

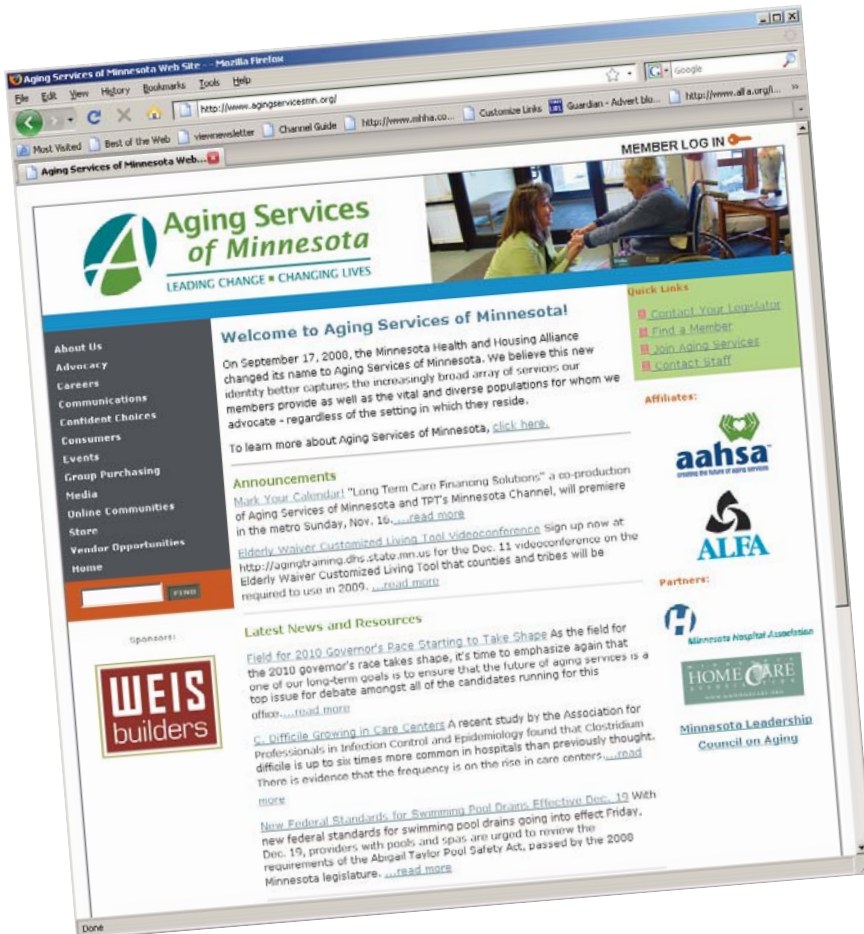
2009 Online Rates

2009 Aging Services of Minnesota Membership Directory & Buyers' Guide

Aging Services of Minnesota members rely on agingservicesmn.org for information on legislation, regulations, data they can use, directories, e-communities, products, educational events, and online directories including a buyers' guide of business partners who provide services to our members. Our goal is to give our members a Web site that provides the resources members need to do their jobs.

You won't find a better vehicle for putting your name before viewers. Our Web site offers you the on-going opportunity to brand your company and deliver your message directly to viewers who make purchasing decisions.

Capture the attention of buyers and instantly guide them to your own company's Web site



www.agingservicesmn.org

Logo placement with link to your Web site

Home page logo

120 pixels wide by 60 high
(1 of 4 in random rotation)

Member* Rate - \$125/month
Non-Member Rate - \$250/month
(3 mo. minimum)

Buyer's Guide Logo**

120 pixels wide by 60 high
(1 of 4 in random rotation)

Member* Rate - \$100/month
Non-Member Rate - \$225/month

* To qualify for member rate, dues must be paid in full. New members signed by Jan. 1, 2009 earn the member discount. Advertisers with dues in arrears will be charged the non-member rate.

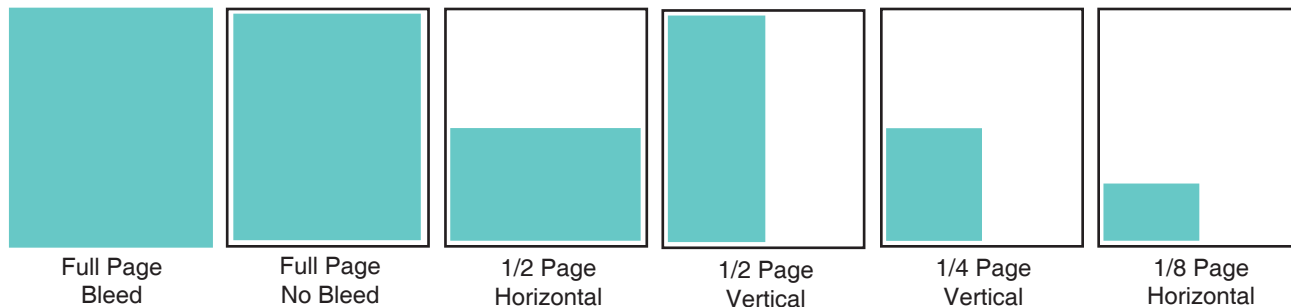
**Only firms qualifying as Aging Services of Minnesota Business Partners may list in the Online Buyer's Guide. The basic listing is free and includes link, company details, contact details and a 25-word description.

Electronic Advertising through E-Newsletters – Monday Mailing, At Your Side, Housing & Services Advantage, Care Center Advantage and HUD Update - call for separate rate card or go online to www.agingservicesmn.org and click on Vendor Opportunities.

Ad Specifications

2009 Aging Services of Minnesota Membership Directory & Buyers' Guide

Display Ad Size Depictions



Artwork: Ads must be submitted in PDF format, set to CMYK, with all fonts embedded. Save files to size required. Enlarging or reducing images in page layout can cause problems and affect quality. Production charges at a rate of \$95 per hour will be incurred for alternations due to errors in ad size, type, color, space, or file format. Full-page bleeds should be set at 1/8" minimum on all sides.

Tabs: are full-page bleed printed on card stock, four color process. There are four flat tabs, plus two additional tabs for Alliance Purchasing vendors only (ad space on both sides). Bleed Size: 8-5/8 x 11-1/8.

Logos: Logos appearing in the Business Partner section should be submitted in black and white, high resolution. Size 1-1/2" x 1".

Image Resolution: All artwork must be CMYK at a minimum resolution of 300 dpi for continuous tone images (photographs). Line art should have a minimum resolution of 600 dpi.

Submission:

E-mail: Send artwork to Jenny Mims at jmims@agingservicesmn.org (large files should be compressed as .zip files.)

CD-ROM/DVD: Please include name, phone number and e-mail address for a contact person. Label disk with advertiser's name. A printed version of the ad at 100% must also accompany the CD. Four-color ads must be accompanied by an accurate color proof such as a matchprint. Aging Services of Minnesota will not be held responsible for color accuracy. Laser prints are fine for black and white ads and logos. Call Jenny Mims at 651.659.1407 to confirm arrival.

Deadlines

Advertising Closing Date:

January 30, 2009
Insertion Orders must be received at Aging Services of Minnesota by this date indicating whether you will be placing an ad.

Artwork Due Date:

February 6, 2009
Printer-ready copy on disk or e-mailed to Jenny Mims at jmims@agingservicesmn.org

Cancellation Policy:

Advertisers who cancel after the closing deadline pay a penalty of 50% of the contract value. Cancellations may only be submitted in writing. Cancellations cannot be accepted after the artwork deadline. Full payment due with artwork.

Questions:

Call Jenny Mims at 651.659.1407 or jmims@agingservicesmn.org.

Reinforce your visibility

Terms & Liability

2009 Aging Services of Minnesota Membership Directory & Buyers' Guide

General Eligibility Requirements

for Advertising: Advertisements in the 2009 Aging Services of Minnesota Membership Directory & Buyers' Guide are intended to offer reputable companies an avenue for direct communication to Aging Services of Minnesota members.

Acceptance: Advertisements are accepted upon representation that the Advertiser and its agency have the right to display the contents thereof. The Advertiser and its agency agree to indemnify and hold Aging Services of Minnesota harmless against any expenses or loss by reason of any claims arising out of display. Both the Advertiser and/or authorized signer agree that they shall be held legally responsible for the terms of this contract. Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to Aging Services of Minnesota's approval. Cancellations of any portion of this contract voids all rate and position protection. No conditions other than those set forth in this contract shall be binding on publisher unless specifically agreed to in writing by Aging Services of Minnesota. Acceptance of advertisements is at the discretion of Aging Services of Minnesota. Aging Services of Minnesota has the right to reject any and all advertising. Aging Services of Minnesota is not liable, nor do we guarantee any product or service offered by the advertiser. The advertisement must clearly identify the advertiser. Unless specifically agreed upon at time of advertising agreement, it is Aging Services of Minnesota's discretion with regard to placement of the advertisement. Aging Services of Minnesota will attempt to honor placement requests. Copy and artwork must be of a professional grade. The appearance of advertisements on Aging Services of Minnesota materials is not to be regarded as recommendation or endorsement

by Aging Services of Minnesota. No advertising will be accepted that may injure the reputation or good name of Aging Services of Minnesota.

Artwork: Aging Services of Minnesota shall in no way be held liable for loss or damage to Advertiser's supplied materials or for maintenance of Advertiser's materials in good condition while such materials are in the possession of Aging Services of Minnesota, or its agents.

Cancellations: Advertisers who cancel reserved space after the closing deadline pay a penalty of 50% of the contract value. Cancellations may only be submitted in writing. Cancellations cannot be accepted after the artwork closing date.

Indemnification: Aging Services of Minnesota shall not be liable for any cost or damages if for any reason it fails to display an advertisement. The liability of Aging Services of Minnesota for any error, delay or omission for which Aging Services of Minnesota may be held legally responsible, shall in no event exceed the cost of the display paid for and occupied by the error, and in no event shall Aging Services of Minnesota be liable for any loss of income, profit, or any consequential damages of any nature whatsoever.

Payment: Payments may be made by check or credit card: Visa, Mastercard or American Express and are due by artwork deadline date. Business Partners only may be invoiced with payment due in 30 days. Send payments to Aging Services of Minnesota, Attn: Jenny Mims, 2550 University Avenue West, Suite 350 South, St. Paul, MN 55114-1900. Aging Services of Minnesota has the right to hold the Advertiser or its agency jointly liable for such monies as are due and payable to publisher for advertising, which the Advertiser or its agency ordered and

which advertising was displayed as agreed. Aging Services of Minnesota may refuse to print any advertisement not paid for by the due date, to retain any money paid as damages, and take any further steps to recover outstanding amounts, without notice to Advertiser.

Positioning: Positioning of advertisements is at the discretion of Aging Services of Minnesota except where an Advertiser has paid the non-refundable extra charge for a premium position advertisement. Oral agreements will not bind Aging Services of Minnesota. All insertion orders accepted are subject to the rates, terms and conditions of the current Rate Card. Aging Services of Minnesota considers that an advertiser's display is reserved once Aging Services of Minnesota has received a signed Insertion Order, all monies, and required advertising materials for display. Aging Services of Minnesota shall not be liable in any way for cost or damages if Advertiser for any reason fails to submit artwork before or on the artwork due date.

Publication: All orders are accepted subject to act of God, strike, fire, accident or any other occurrences of any nature beyond Aging Services of Minnesota's control which prevent or delay production, printing, publication or distribution of advertisements.

Quality: The Advertiser, as a primary party of this agreement, is responsible for the accuracy and content of the advertisement including text representation; illustration; photography; copyrights and trademarks; composition; color indication; special instructions and category/keyword placement instructions. MHA shall not be liable for inferior appearance of advertising if Advertiser supplies inferior artwork, or artwork that does not conform to mechanical requirements.

Insertion Order

2009 Aging Services of Minnesota Membership Directory & Buyers' Guide

Advertising Agreement

Company Details

Advertiser Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Agency Name: _____

Contact Person: _____ Title: _____

Order Details (confirm size/position/color of display ad)

Premium Positions: (Color)

- Inside front cover
- Opposite inside front cover
- Inside back cover (AP vendors only)
- Section Divider Tabs

Display Ads:

- Full page - Color B&W
- Half-page horizontal - B&W
- Half-page vertical - B&W
- Quarter-page vertical - B&W
- Eighth-page horizontal - B&W

Section Divider Tabs:

- Your Association - front back
- Business Partners - front back
- Membership - front back
- MSC Services* - front back
- AP Products & Services* - front back

* Alliance Purchasing vendors only

MHHA Web Site Logo Placement

- Home page
- Buyer's Guide

Position Notes: _____

Business Pages Listing (includes 25-word description, available only to Aging Services of Minnesota Business Partners)

- Aging Services Business Partner (required)
- B&W logo with up to 75-word description
- Basic Listing plus B&W logo
- 75-word description only (no logo)

TOTAL: \$ _____

Deadlines: Advertising Final Closing Date: January 30, 2009; Artwork Due Date: February 6, 2009

Disclaimer and Signature

I have reviewed the above agreement and agree to the terms of the agreement and conditions as outlined in this media kit.

Signature: _____ Date: _____

E-mail this agreement to jmims@agingservicesmn.org or Fax to 651.645.0002. Questions? Call Jenny Mims at 651.659.1407. Payment due by February 6, 2009; send to Aging Services of Minnesota, Attn: Jenny Mims, 2550 University Avenue West, Suite 350 South, St. Paul, MN 55114-1900