

# 2012 E-Rates

2012 Aging Services of Minnesota Membership Directory & Buyers' Guide

## Prime advertising placements

Establish a link through Aging Services' newsletters with Minnesota's top senior living and care center administrators including CEOs, CFOs, COOs, purchasing directors, nursing directors, marketing directors and other key senior management staff. **They recognize the importance of doing business with companies that support their association.**

### E-Newsletter Options:

#### **Monday Mailing** (Limit of two advertisers per issue)

More than 3,800 Minnesota aging services professionals start their work week with *Monday Mailing*, the electronic newsletter from Aging services of Minnesota with time sensitive news - if it matters to you this week you'll find it in *Monday Mailing*. E-mailed to Aging Services members each Monday, *Monday Mailing* is also a source of information on career opportunities, educational events, products and services that can help our members run their facilities efficiently and effectively.

## Target your advertising through one of these member-segmented newsletters

#### **Housing & Services Advantage** (Limit of two advertisers per issue)

This monthly publication is tailored to housing and home and community-based providers covering a range of topics and information not already covered in *Monday Mailing*. The *Housing & Services Advantage* is distributed to 700+ subscribers including key contacts at each housing and community-based setting.

#### **Care Center Advantage** (Limit of two advertisers per issue)

This monthly newsletter provides an in-depth look at regulations and payment issues facing care centers. A handy reference tool to keep members and their team "in the know." The *Care Center Advantage* is distributed to 2400+ subscribers including key contacts at each member care center site.

#### **HUD Update** (Limit of two advertisers per issue)

This monthly publication provides news and information specific to HUD providers in one convenient place. The *HUD Update* is distributed to 90+ subscribers including all member HUD providers.

### BANNER AD RATES:

#### **Monday Mailing**

##### **Member Only Rates**

Per month - \$300/month  
Per quarter - \$750/quarter  
Annual - \$2,700/year

##### **Prospective Member Rates**

Per month - \$700/month  
Per quarter - \$1,850/quarter  
Annual - \$7,200/year

#### **Housing & Services Advantage, Care Center Advantage and HUD Update** (one issue per month)

##### **Member Only Rates**

Per month - \$125/month  
Per quarter - \$300/quarter  
Annual - \$1,200/year

##### **Prospective Member Rates**

Per month - \$375/month  
Per quarter - \$1025/quarter  
Annual - \$3,800/year

#### **Specifications:**

Banner advertisement - 8" wide x 1.75" high at 72 dpi resolution. The word Advertisement would appear above your ad. The file format must be either gif or jpg. Animated gif files are not accepted at this time. An advertiser's targeted URL must be provided with the submission of the gif or jpg file. Files should be sent via email to [jmims@agingservicesmn.org](mailto:jmims@agingservicesmn.org).

There is a limit of two advertisers at a time per newsletter placed in order on a first-come, first-served basis.

#### **Payment Information**

Advertisements must be paid in full before placement within newsletter. Notification of cancellations must be in writing and no cancellations are accepted after an ad has run in a newsletter.

Send check payable to Aging Services of Minnesota to: Jenny Mims, Aging Services of Minnesota, 2550 University Avenue West, Suite 350 South, St. Paul, MN 55114-1900. The following credit cards are also accepted: Visa, MasterCard, or American Express.

#### **To Place Banner Ads:**

Contact Jenny Mims at 651.659.1407 or [jmims@agingservicesmn.org](mailto:jmims@agingservicesmn.org)