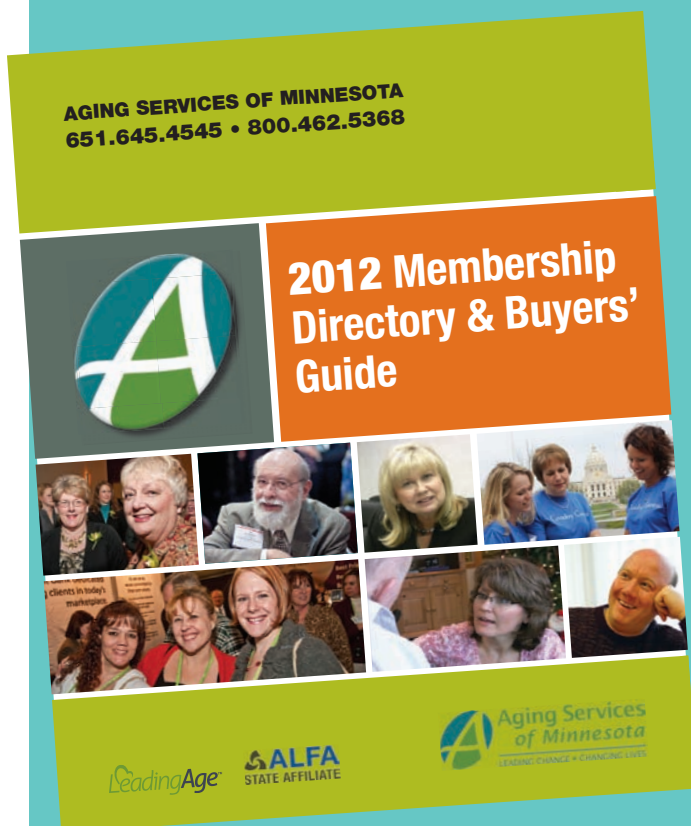


Media Kit

2012 Aging Services of Minnesota Membership Directory & Buyers' Guide

Your direct link to
Aging Services of
Minnesota members:

- ✓ 700+ provider member organizations serving over 125,000 seniors each year
- ✓ Member organizations spend over \$1.5 billion on human resources, goods and services in caring for older adults



Aging Services of Minnesota

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

2012 Aging Services of Minnesota Membership Directory & Buyers' Guide



Aging Services of Minnesota is Minnesota's largest association of aging services organizations. Our 700+ members serve over 125,000 seniors every year 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

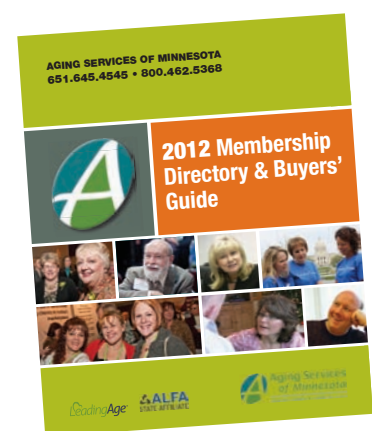
- By placing your advertisement in the 2012 Member Directory and Buyer's Guide, your company will connect with each and every member facility, reaching top level management with the vision and authority to make crucial buying decisions (*usually reaching an administrator, CEO, senior housing director, 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 125,000 seniors each year 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 2012 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 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 six 4-color tabs printed on cover stock and a variety of ad size options are available within this directory.



Readership

2012 Aging Services of Minnesota Membership Directory & Buyers' Guide

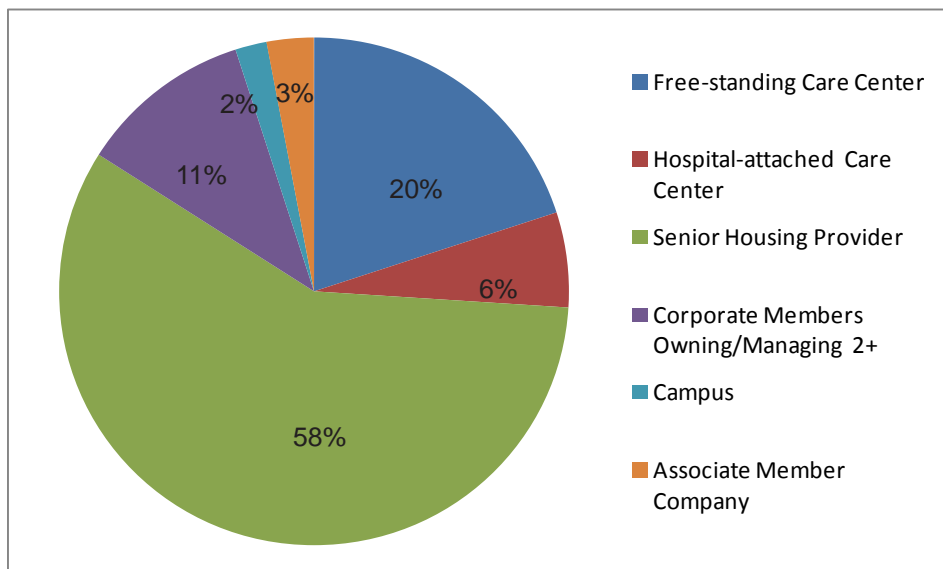
Unbeatable buying power

Aging Services of Minnesota Membership At-a-Glance

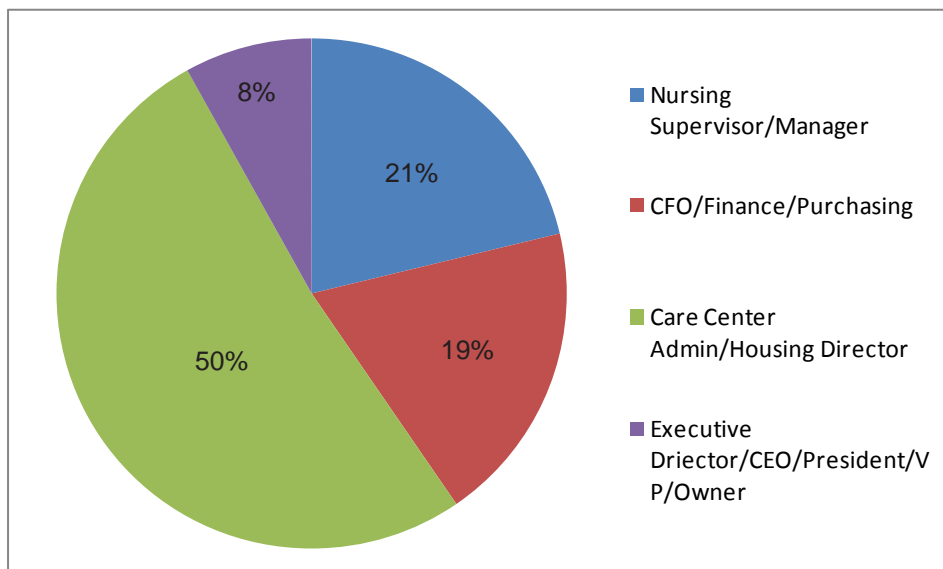
Who We Are

Over 700+-strong provider membership base represents the aging services field.

Readers by Facility



Readers by Job Title



What Members Buy

Aging Services members spend annually on:

- Accountants
- Apparel
- Architects
- Assistive Technology
- Bathing
- Bariatric Equipment
- Bariatric Needs
- Computer Equipment/Software
- Construction Management/Contractors
- Consultants/Independent Contractors
- Consultants/Marketing
- Call Systems
- Shredding Documents
- Dietary Equipment and Design
- Durable Medical Equipment
- eHealth Records
- Environmental Services
- Food Service Management
- Food
- Financial/Investment Services
- Furnishings/Interiors
- Home Health Care and Hospice
- Health Care Services Network
- Health Care Services Providers
- Interior Design
- Incontinence
- Insurance
- IT Solutions
- Legal Services
- Lifts
- Laundry Outsourcing
- Maintenance Supplies
- Medical Billing/Collections
- MDS/RUG Software
- Medical Supplies
- Medical Laboratory Services
- Management Services
- Nutritional Supplements
- Office Equipment
- Office Supplies
- Other
- Oxygen Services
- Pharmacy Services
- Printing/Promotional
- Purchasing Services
- Quality Improvement/Measurement
- Real Estate/Development
- Rehabilitation Services
- Retirement Services
- Skin Care
- Security Solutions
- Unemployment Services
- Surfaces
- Transportation
- Telecommunications
- Television Programming/Private Cable
- Training and Education
- Therapeutic Services
- Textiles
- Wound Care
- Wellness and Exercise
- X-Ray/Imaging Services

Ad Rates & Sizes

2012 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"	8" wide x 10" tall	\$1,500	\$1,800
Section Divider Tabs Page size: 8-1/2" x 11", cover stock Front or back	7-1/2" wide x 10" tall	\$1,300	\$1,600
Display Ad Rates	Ad Size	Member Rate	Non-member Rate
Full Page - B&W Page size: 8-1/2" x 11"	7-1/2" wide x 10" tall	\$1,000	\$1,300
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)	3-5/8" wide x 2-1/4" tall	\$300	\$450

* To qualify for the member rate, Aging Services 2012 Business Partner dues must be paid in full at the annual rate of \$1,200. 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 premium positioning.

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

2012 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, website, primary contact, direct number, email 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
75-word description only	\$150

Deadlines: Advertising Space Deadline: February 29, 2012; Artwork Final Due Date: March 8, 2012

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.

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.

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.

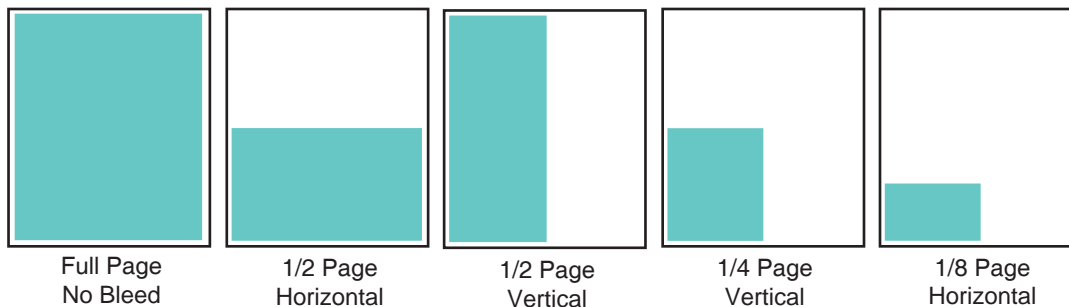
To Place Banner Ads:

Contact Jenny Mims at 651.659.1407 or jmims@agingservicesmn.org

Ad Specifications

2012 Aging Services of Minnesota Membership Directory & Buyers' Guide

Display Ad Size Depictions



Artwork: Ads must be submitted in PDF format, set to CMYK or grayscale, 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 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).

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 or grayscale 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/DVD: Please include name, phone number and e-mail address for a contact person. Label CD/DVD 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 Space Reservation Date:

February 29, 2012
Insertion Orders must be received at Aging Services of Minnesota by this date indicating whether you will be placing an ad.

Artwork Due Date:

March 8, 2012
Print-ready artwork on CD/DVD or email 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 by February 29, 2012.

Questions:

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

Reinforce your visibility

Terms & Liability

2012 Aging Services of Minnesota Membership Directory & Buyers' Guide

General Eligibility Requirements

for Advertising: Advertisements in the 2012 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. Aging Services of Minnesota 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

2012 Aging Services of Minnesota Membership Directory & Buyers' Guide

Company Details

2012 Advertising Agreement

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:

- Inside front cover (color)
- Section Divider Tabs (color)

Display Ads:

- Full page - 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
- Aging Services* - front back
- AP Products & Services* - front back
- Value First**

* Alliance Purchasing vendors only

**Value First vendors only

Banner Newsletter Advertising

Contact Jenny Mims at
jmims@agingservicesmn.org
or 651.659.1407

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: February 29, 2012; Artwork Due Date: March 8, 2012

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 29, 2012; send to Aging Services of Minnesota, Attn: Jenny Mims, 2550 University Avenue West, Suite 350 South, St. Paul, MN 55114-1900.