



## Capture your share of Kansas's \$1.5 billion long-term care industry.

### The LeadingAge Kansas Advantage

- Of the \$1.5 billion Kansas long term care industry **our members spend \$384 million a year** on products and services.
- We are **responsible for the service of Kansas seniors** in nursing homes, retirement communities, hospital long-term care units, assisted living residences, senior housing and through community-based services.
- Our membership directory is **distributed to discharge planners** throughout Kansas.

### Who We Are

LeadingAge Kansas represents not-for-profit long-term care provider organizations who spend more than \$384 million a year on products and services and who are responsible for the service of more than 20,000 Kansas seniors. Our mission is to assist members in providing outstanding services and supports to aging Kansans in the place they call home.

### Membership Breakdown

- Nearly 9 out of 10 of our members provide nursing home care
- 3 out of 4 of LeadingAge Kansas members provide one or more community-based services such as home-delivered meals, adult day care or transportation
- LeadingAge Kansas members provide service to seniors in nursing homes, retirement communities, hospital long-term care units, assisted living residences, senior housing and through community-based services.

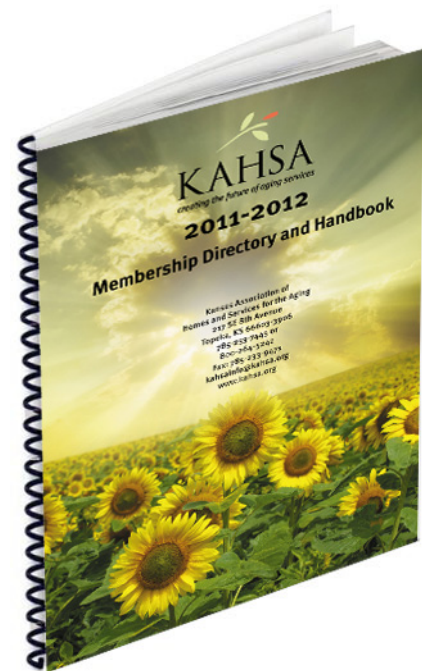
### Interested in advertising? Please contact:

Rick Jablonski  
Project Leader, Naylor, LLC  
rjablonski@naylor.com  
Ph: 352-333-3480  
Fax: 352-331-3525



### 2012-2013 Membership Directory and Handbook

Connecting you with our members throughout the year.



LeadingAge Kansas members rely on the *2012-2013 Membership Directory and Handbook* as a way to network and stay in contact with other members. The directory also serves as a buyers' guide our members use to contact companies that provide the products and services they need.

### Advertising with LeadingAge Kansas

When you advertise in the *2012-2013 Membership Directory & Handbook*, you are showing your support for LeadingAge Kansas which dedicated to serving the needs of aging Kansans. We advance policies, promote practices and learning that empowers our members to help seniors live fully as they age. Your advertising investment funds a group focused on the interests of the long term care community throughout the state of Kansas.

To learn more about LeadingAge Kansas, visit:

[www.leadingagekansas.org](http://www.leadingagekansas.org)

# 2012-2013 Membership Directory and Handbook

## Net Advertising Rates

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

### Full-Color Rates

**1x**

Double-Page Spread	\$ 3,049.50
Outside Back Cover	\$ 2,879.50
Inside Front or Inside Back Cover	\$ 2,679.50
Full Page	\$ 2,179.50
2/3 Page	\$ 1,629.50
1/2 Page	\$ 1,209.50
1/3 Page	\$ 909.50
1/4 Page	\$ 739.50
1/6 Page	\$ 539.50
1/8 Page	\$ 469.50

### Black-and-White Rates

**1x**

Full Page	\$ 1,309.50
2/3 Page	\$ 1,049.50
1/2 Page	\$ 779.50
1/3 Page	\$ 599.50
1/4 Page	\$ 479.50
1/6 Page	\$ 379.50
1/8 Page	\$ 319.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



# 2012-2013 Membership Directory & Handbook

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |   |
|---|---|
| <input type="checkbox"/> Accounting Services                  | <input type="checkbox"/> Heating/Cooling Systems                    |
| <input type="checkbox"/> Activity Supplies & Therapy          | <input type="checkbox"/> Home Health Care Supplies                  |
| <input type="checkbox"/> Actuarial Services                   | <input type="checkbox"/> Housekeeping                               |
| <input type="checkbox"/> Air Purification Systems             | <input type="checkbox"/> HVAC                                       |
| <input type="checkbox"/> Alzheimer's & Dementia Care Programs | <input type="checkbox"/> Incontinence Care Products                 |
| <input type="checkbox"/> Ambulatory Aids                      | <input type="checkbox"/> Insurance                                  |
| <input type="checkbox"/> Architecture Design & Construction   | <input type="checkbox"/> Interior Design                            |
| <input type="checkbox"/> Attorneys                            | <input type="checkbox"/> Internet Connections                       |
| <input type="checkbox"/> Banking Services                     | <input type="checkbox"/> Kitchen Equipment & Supplies               |
| <input type="checkbox"/> Bathing Equipment & Supplies         | <input type="checkbox"/> Landscape Architecture                     |
| <input type="checkbox"/> Bedding, Linen & Drapery             | <input type="checkbox"/> Laundry Equipment & Supplies               |
| <input type="checkbox"/> Beds                                 | <input type="checkbox"/> Lighting Systems & Fixtures                |
| <input type="checkbox"/> Billing Services                     | <input type="checkbox"/> Long-Term Care Insurance                   |
| <input type="checkbox"/> Building Equipment                   | <input type="checkbox"/> Maintenance Equipment                      |
| <input type="checkbox"/> Building Maintenance                 | <input type="checkbox"/> Management Services                        |
| <input type="checkbox"/> Cable TV & Entertainment             | <input type="checkbox"/> Marketing Consulting                       |
| <input type="checkbox"/> Communication Devices                | <input type="checkbox"/> Medical Carts                              |
| <input type="checkbox"/> Community Services                   | <input type="checkbox"/> Medical Equipment                          |
| <input type="checkbox"/> Computer Hardware/Software           | <input type="checkbox"/> Medical/Pharmaceutical                     |
| <input type="checkbox"/> Construction                         | <input type="checkbox"/> Nutrition                                  |
| <input type="checkbox"/> Consulting Services                  | <input type="checkbox"/> Recreation Arts & Crafts                   |
| <input type="checkbox"/> Data Management                      | <input type="checkbox"/> Rehabilitation Services                    |
| <input type="checkbox"/> Educational Services                 | <input type="checkbox"/> Resident Care & Personal Products/Services |
| <input type="checkbox"/> Educational Texts & Videos           | <input type="checkbox"/> Retirement Planning                        |
| <input type="checkbox"/> Emergency Call & Response Systems    | <input type="checkbox"/> Security Systems                           |
| <input type="checkbox"/> Financial Services                   | <input type="checkbox"/> Signage                                    |
| <input type="checkbox"/> Food Distribution                    | <input type="checkbox"/> Transportation & Para-Transit Vehicles     |
| <input type="checkbox"/> Food Service Management & Equipment  | <input type="checkbox"/> Uniforms & Shoes                           |
| <input type="checkbox"/> Furniture                            | <input type="checkbox"/> Workers' Compensation                      |
| <input type="checkbox"/> Group Purchasing                     | <input type="checkbox"/> Other: _____                               |
| <input type="checkbox"/> Health Care Financing                |   |

*One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.*

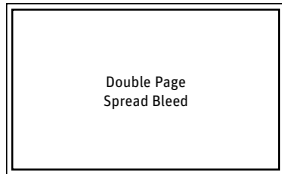
\_\_\_\_\_ **Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

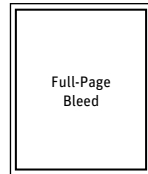
# 2012-2013 Membership Directory and Handbook

## Print Advertising Specifications

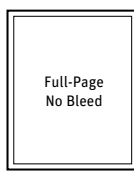
**Roster Trim Size:** 5.75" x 8.5"



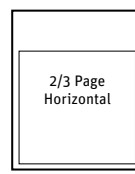
11.75" x 8.75"



6" x 8.75"



5" x 7.5"

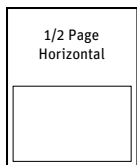


5" x 4.916"

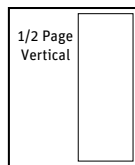
**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 10.75" x 7.5"

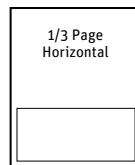
**Full Page Live Area:** 5" x 7.5"



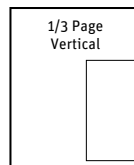
5" x 3.666"



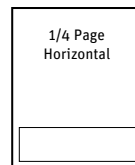
2.333" x 7.5"



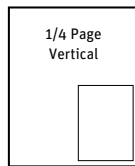
5" x 2.333"



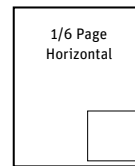
2.333" x 4.916"



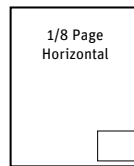
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15 percent.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.