

Aging Services of Georgia



The **2009/2010 Aging Services Guide and Membership Directory**: Delivering your message to Georgia's health care professionals.

- ▶ Aging Services of Georgia's membership consists of **more than 150 housing and service providers**, serving more than 126,800 residents and clients in Georgia.
- ▶ According to the U.S. Economic Census, nursing and residential care communities in Georgia generate **more than \$2.5 billion in annual revenues**.
- ▶ Georgia has the **ninth-fastest growing 60+ population** and the 18th fastest growing 85+ population in the United States.

About the publication:

Our members rely on our annual *Aging Services Guide and Membership Directory* as a networking tool and purchasing guide. Realizing advertiser support makes this directory possible, they recognize the importance of doing business with companies that support their association.

The Association:

For more than three decades, Aging Services of Georgia (formerly GAHSA) has worked as an advocate, educator and networking facilitator for not-for-profit nursing homes, retirement housing, continuing care retirement communities, for-profit communities, community service programs and businesses statewide.

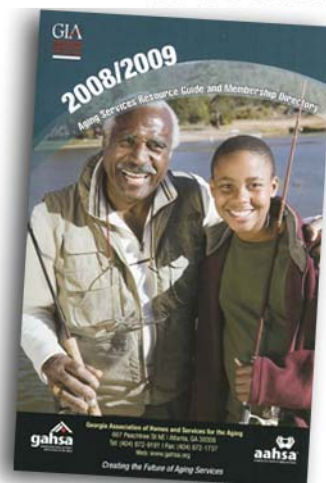
Distribution:

The directory is distributed directly to nursing homes, retired living communities and assisted-living communities, along with consumers, service/product suppliers and discharge planning departments across the state. Our *2009/2010 Aging Services Guide and Membership Directory* is your connection to these premier members of Georgia's health care professionals.

Enjoy additional distribution at the following events:

200 copies at the 2009 Aging Services of Georgia /SCANPHA Annual Conference & Trade Exposition, 100 copies at the Aging Services of Georgia /GIA "Innovations Exposition", 150 copies at City and County Health Fairs, 80 at the annual Service Coordinators' Conference, and 60 copies available at the Directors' of Nursing Conference.

These health care professionals are the people you want to do business with. Make sure they know about your company by calling your Naylor account executive today!



Maximize exposure:

Special placement within the directory ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact.

Enhance visibility:

All advertisers will receive a free customized listing in our **Index of Advertisers**. Your company name will be listed under the category of your choice with the page number of your ad.

Drive traffic:

In addition, all advertisers receive a free **Advertisers.com** listing. Our cross-reference highlights your company's Web address to help increase your online traffic.

For more information, visit:

www.aging-services-ga.org

CONTACT:

Yoruba Haney
Publication Manager
Naylor, LLC
(800) 796-2638
Fax: (770) 810-6995
yhaney@naylor.com

www.naylor.com





(Formerly the Georgia Association of Homes & Services for the Aging)



607 Peachtree St. NE
Atlanta, Georgia 30308
Tel: (404) 872-9191
Fax: (404) 872-1737
<http://www.aging-servicesga.org>

Dear Colleagues:

We are pleased to invite you to advertise in our 2009-2010 edition of the Aging Services of Georgia—*Aging Services Resource Guide and Membership Directory*. The *Guide* will serve as a valuable resource for members and consumers to reach service providers for the aging as well as the products and services needed to manage nursing homes, retirement housing, assisted living communities, adult day services centers, continuing care retirement communities, and community service programs for older Georgians.

Our *Guide* will be distributed to 100% of the membership as well as service providers for older Georgians, Georgia Legislators, Consumers and Government Agencies such as the Division of Aging Services, Office of Regulatory Services, Department of Community Health and the Department of Insurance for the State of Georgia – these are the key decision-makers within the homes and services industry. Since its inception in 2001, this publication has been well received by providers in the aging field, legislators, and the general public throughout Georgia.

Therefore, once again we have selected Naylor, LLC, as publisher of our 2009-2010 edition of the *Aging Services of Georgia Resource Guide and Membership Directory*, recognizing their 40 years of experience with trade association publications. We are confident that Naylor will provide our association with a directory of the highest quality for our members and for our industry. When a representative from Naylor contacts you, please consider allocating part of your advertising dollars to promote your products and services to the decision makers in our industry.

On behalf of the Aging Services of Georgia, our Board of Directors, and our membership, I thank you in advance for your advertising commitment.

Sincerely,

Walter Coffey
President/CEO

Net Advertising Rates

Full-Color Rates*

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

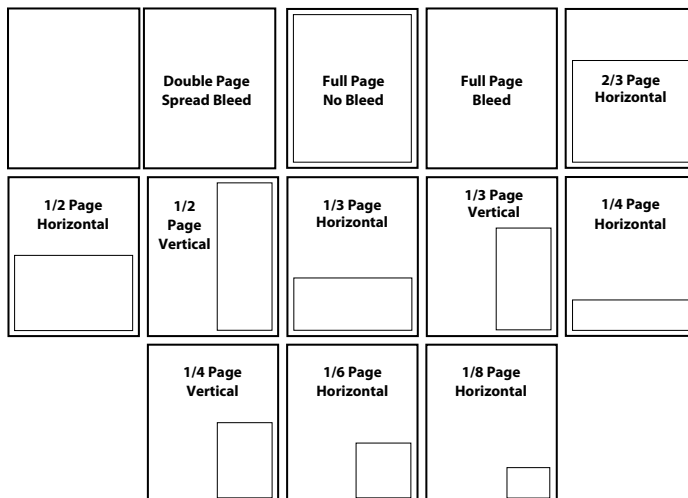
Size	Rates
Double-Page Spread	\$2,769.50
Outside Back Cover	\$2,599.50
Inside Front or Inside Back Cover	\$2,439.50
Full Page	\$2,079.50
2/3 Page	\$1,549.50
1/2 Page	\$1,149.50
1/3 Page	\$829.50
1/4 Page	\$639.50
1/6 Page	\$489.50
1/8 Page	\$429.50

Black-and-White Rates*

Size	Rates
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1/2 Page	\$739.50
1/3 Page	\$549.50
1/4 Page	\$439.50
1/6 Page	\$349.50
1/8 Page	\$289.50

*Members receive a 5 percent discount.

Ad Size Depictions



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).
GHS-R0009 (LR 3/14/08 GHS-R0007)



2009/2010 Aging Services Guide and Membership Directory

Publication Schedule

- 2009/2010 Aging Services Resource Guide and Membership Directory
- An annual directory featuring association information and listings showcasing Aging Services of Georgia members in a 5.75" x 8.5", spiral-bound, full-color, glossy-stock roster form.
- Ship Date/Invoicing: August 2009

Editorial Offerings

- **Association Information** — From our Code of Symbols to a message from our president and information on what Aging Services of Georgia is doing to improve housing and care at home in Georgia, this section is the place to go for the latest information on our dynamic group.
- **Aging Services of Georgia/AAHSA Member Services** — Through advocacy and representation, education and professional networking, the association, at both the state and national level, works hard to provide for our members. Find out more about the programs and services offered to our members in this informative section.
- **Member Listings** — The directory is the go-to guide when you're looking for the contact information of our members. The member listings are divided into categories including: provider members, new provider members, marketing directors, assistant administrators/managers/service providers, nursing directors, associate members and more.
- **Annual Conference and Trade Exposition Sponsors and Exhibitors** — The names of all exhibitors and sponsors from the Aging Services of Georgia's annual conference and trade exposition are found here in an alphabetical list.
- **Index of Advertisers** — This free customized listing places your company name under the category of your choice. The index references the page number of your ad, guiding readers directly to your company's information.

