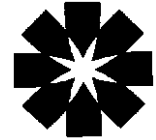


SCAN

Sarasota County Aging Network



2010 Senior Services Directory

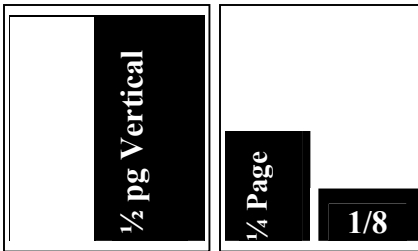
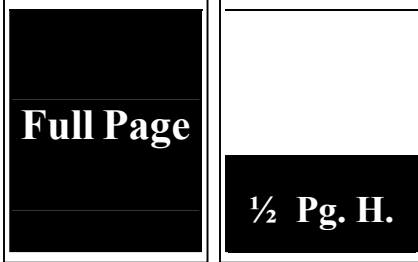
Important Dates

Nov. 17, 2009 Regular space reservation deadline
Dec. 1, 2009 Advertising Materials and Payment Due
Jan. 22, 2009 Publication Date

Recession Special: 2010 Ads at 2009 Prices!
Help Celebrate SCAN's 25th Birthday with an ad!

Boost your business with an ad in Sarasota's most trusted publication for local seniors, their families & advisors!

- Reach a targeted audience of your best prospects • no waste
- Low rates & annual cycle save you money, give long exposure
- Reach buyers when they're looking for what you sell
- 50,000 copies annually distributed through newspapers, libraries, senior centers, senior communities, professional offices, hospitals & other locations seniors frequent
- Value Added: Web site listing & hyperlink for all advertisers. FREE: web site banner ad, 2010 SCAN membership for ads 1/4 & larger. FREE color 1/2 & full page ads
- Be a winner! Beat the competition! Companies that advertise in bad times do better than those who don't.



	Dimensions	B&W	Color
Full Page [†]	7 1/2 x 10"	\$1,895	Free Color!
Half Page H/V [†]	7 1/2 x 4 3/4 / 3 1/2 x 10"	\$1,295	Free Color!
1/4 page [†]	3 1/2 x 4 3/4 "	\$ 635	\$825
Premium Positions			
Back Cover	8 5/16 x 10 3/4"	\$3,200	Free Color!
Inside covers	7 1/2 x 10"	\$2,750	Free Color!
First/Last Text Pg	7 1/2 x 10"	\$2,750	Free Color!
Face table of contents	7 1/2 x 10"	\$2,185	Free Color!
Center/Double Spread	7 1/2 x 10"x2	\$3,435*	Free Color!

Advertorials Sized & priced at display rates—minimum 1/4 page

[†]**Note:** All of the above include 1 free SCAN membership, 1 free 35-word directory listing (\$2/additional word), website listing and banner ad with link to your site. Extra listings may be purchased. Free color for 1/2 & 1-page, subject to availability.

Business Card (1/8 pg) 2 x 3 1/2" **\$380—color, add \$60**

- Includes: SCAN Website listing & hyperlink
- Not included: membership, directory listing, web banner ad

Directory Listing Only[†] **Members \$105 Non-Members \$200**

Use this form to reserve your space. Fax 941-870-2699, Mail: 4411 Bee Ridge Rd., #195, Sarasota FL 34231. Email: SCAN@BusinessSolutionGroup.com. Phone: 941-870-3523 **See Reverse of this form for additional important information.**

Advertiser **: _____ **Contact**: _____ **Billing Info Attached**

Address: _____ **City**: _____ **State**: _____ **Zip**: _____

Phone: _____ - _____ - _____ **Fax**: _____ - _____ - _____ include in listing

Email: _____ include in listing **Web site**: _____ include in listing

Ad size: _____ B & W Color **Cost**: \$ _____ **Enclosed**: \$ _____ **Balance Due** \$ _____

Position Request: _____ **Signed by**: _____

Listing Copy: [†] **Category**: _____ **Description**: (35 words.) _____

[†] Ads 1/4 page or larger include one free listing. Additional listings may be purchased. ** Contact info does not count towards your total.

** Please list here the information you want in your listing. If contact/billing info is different, please list on separate sheet & include it.

Please make a copy for your files and send us the original

2010 SCAN DIRECTORY

- Space reservations at regular rate are due by November 17, 2009
- Payment and ad copy due December 1, 2009.
- Publication Date: January 28, 2010

Camera-ready ads and payment in full are due on or before December 1, 2009. Please make all checks payable to SCAN and mail them to the address below along with artwork, if applicable. *Please include a copy of this form with your submissions or reserve on line at www.businesssolutiongroup.com.*

Advertisers are responsible for providing camera-ready artwork sized to the dimensions in this contract. Ads may be supplied as "hardcopy" (reflective) art or electronically. It must be of adequate quality. Electronic art may be supplied on CD or e-mailed to SCAN@BusinessSolutionGroup.com, if less than 20mb. Adobe PDF is preferred. Please call for information on other formats, sending larger files or help preparing electronic art.

No changes or alterations will be made to an advertiser's camera-ready ad. Publisher will not be responsible for errors or typos therein. Proofs of camera-ready ads by request only. Ad design, corrections, creative and other production services are available from the publisher. Call for a quotation.

Publisher reserves the right to reject advertisements submitted. The advertiser agrees to comply with all deadlines, including payment of advertising charges in full and provision of artwork. A finance charge of 1-1/2% per month will be added to amounts due after January 3, 2010.

Advertiser warrants that material submitted complies with all legal and regulatory requirements, including copyright, and agrees to indemnify The Business Solution Group and SCAN from all claims arising from advertiser's failure to comply.

Free color offer for ½ page & full-page ads subject to availability and limited to positions of publisher's choice. Publisher will endeavor to accommodate position requests, but only premium positions are guaranteed. Position requests will be considered on a first-come, first-served basis, with preference given to earliest advertisers paid in full. Publication of advertising cannot be guaranteed until paid in full. All advertising must be submitted and paid in full on or before December 1, 2009 in order for advertisement to be placed in publication and/or above-mentioned web site.

A proof of your *listing* will be faxed to you with a date for approval. Proofs not returned by that date will be assumed correct. Please provide a fax number and indicate if you want it published or not. Claims for errors or omissions must be made within 30 days of publication.

CANCELLATION: Ads cancelled after Dec. 1, 2009 will be subject to a 50% fee. No ads may be cancelled after December 28, 2009

Contact: Peter Baxter

The Business Solution Group at 4411 Bee Ridge Rd, #195, Sarasota FL 34231
941-870-3523 • 941-870-2699(Fax) • E-mail: SCAN@BusinessSolutionGroup.com