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Providing **Quality Publications** for
Jacksonville, Gainesville, Orlando,
Daytona & Southeast Georgia
for more than 16 Years!



2012-2013

JACKSONVILLE

senior services directory

The *Jacksonville Senior Services Directory™* is the only source of programs, services, organizations & agencies created specifically for Seniors, Caregivers, Social Workers, Case Managers, Area Hospital Discharge Planners, Nurses and Home Aides.

16TH ANNUAL EDITION

MEDIA KIT



HERITAGE PUBLISHING, INC.
(904) 296-1304 | Fax: (904) 296-9913
6620 Southpoint Dr. S., Ste. 310
Jacksonville, FL 32216
www.heritagepublishinginc.com



**ADULT SERVICES DIVISION
RECREATION & COMMUNITY SERVICES DEPARTMENT
CITY OF JACKSONVILLE**



DUVAL COUNTY
2010 TOTAL POPULATION:
864,263
 County profile provided by the
 Florida Department of Elder Affairs

Seniors:

- Have 52% more disposable income per capita than any other age group
- Own 77% of all financial assets
- Own 79% of their homes, of which 67% are mortgage free
- Own 80% of all money in Savings & Loan Associations
- Are responsible for 40% of all consumer demand
- Purchase 43% of new domestic cars & 48% of luxury cars
- Spend more per capita for grocery products than any other age group
- Purchase 80% of all leisure travel
- Spend 74% more on vacations than non-senior citizens
- Represent 58% of all health care spending
- Purchase 77% of all prescription drugs
- Purchase 37% of all health club & spa memberships
- Are the fastest growing number of computer users, purchasing 29.6% of all new systems in 2008
- Have an average household income 20% above the national average

The *Jacksonville Senior Services Directory*TM is the only comprehensive resource of services, programs, organizations & agencies created specifically for seniors in our area. The size and purchasing power of the senior market in Florida is staggering. Read the senior statistics below left to find out why the senior market has such an overwhelming impact on Florida's economy.

PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork	February 3, 2012
Advertiser's Camera-Ready Artwork	February 13, 2012
Date to Printer	April 16, 2012
Publication Date	May 9-10, 2012

SPECIAL ADVERTISING RATES

- Agency discount is 15%. To qualify for an agency discount your advertising agency must provide camera-ready artwork in an acceptable file format as specified in the Artwork Submissions checklist below and include a bona fide Agency Insertion Order. **Tab Inserts excluded.**
- A discount of 5% is available to all advertisers who prepay upon contract.
- Tab Inserts will be placed every 16 to 32 pages. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due at contract signing and 50% is due upon ad approval. A 10% charge is added to the total sale for guaranteed insert placement in a specific category.

PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in Macintosh Quark (with supporting files), EPS (with fonts converted to outline), TIFF or PDF file formats.
- Artwork submitted is considered camera ready at a setting of no less than 300 dpi (133-150 lpi).
- Directory trim size: 8.5" x 11"
- Submit artwork to: art@heritagepublishinginc.com





2012-2013 ADVERTISING RATES

		<i>Type of Advertisement</i>	<i>Rate</i>
		Outside Back Cover.....	\$6,495
		Inside Front Cover	\$5,495
Premium Positions		Inside Back Cover.....	\$4,695
		Tab Insert - Front Side	\$4,500
		Tab Insert - Back Side	\$4,000
		Page 1.....	\$4,295
		Full Page with or without Bleed	\$3,695
4-Color		1/2 Page Horizontal	\$3,195
		1/2 Page Vertical	\$3,195
		1/4 Page Horizontal	\$2,195
		1/4 Page Vertical.....	\$2,195
		Full Page with or without Bleed	\$3,295
		1/2 Page Horizontal	\$2,595
		1/2 Page Vertical	\$2,595
Black & White		1/4 Page Horizontal	\$1,995
		1/4 Page Vertical.....	\$1,995
		1/8 Page Horizontal	\$1,195
		1/8 Page Vertical.....	\$1,195
Column Listing		2" Enhanced Listing.....	\$895
		Bold Listing.....	\$325

2" Enhanced Listing
3.468 x 2

Camera-ready artwork cannot be submitted for 2" listings.
They are all designed in house.

All measurements are listed in inches.

Full Page

Trim Size: 8.5 x 11
Live Area: 7.125 x 9.625
Bleed: 8.75 x 11.25

1/2 Page Vertical	1/4 Page Vertical
	1/8 Page Vertical

1/2 Page Vertical
3.468 x 9.625

1/4 Page Vertical
3.468 x 4.718

1/8 Page Vertical
3.468 x 2.265

1/2 Page Horizontal
1/4 Page Horizontal
1/8 Page Horizontal

1/2 Page Horizontal
7.125 x 4.718

1/4 Page Horizontal
7.125 x 2.265

1/8 Page Horizontal
7.125 x 1.038

If you have any questions regarding ad design or artwork submissions, please contact us at art@heritagepublishinginc.com

DISTRIBUTION: 21,000 COPIES

**5,000 - CITY OF JACKSONVILLE
SENIOR EXPO**
May 9-10, 2012

**1,650 - 19 AREA COMMUNITY/
SENIOR CENTERS**

**2,000 - INDIVIDUALS & CAREGIVERS
WHO REQUEST A COPY**
The Adult Services Division
ElderSource (Area Agency on Aging)
Health Planning Council of NE FL
Heritage Publishing, Inc.
Council on Elder Affairs (COEA)

2,600 - HOSPITALS
Memorial Hospital,
Community Resource Center & H2U
St. Vincent Medical Center, Club 55
Baptist Health, Community Health Department
Shands Jacksonville
St. Luke's Hospital
Orange Park Medical Center, H2U
Mayo Clinic Hospital
Wekiva Springs
Specialty Hospital
Brooks Rehabilitation Hospital
Naval Hospital Jacksonville
River Point Behavioral Health

**1,000 - DEPARTMENT OF THE NAVY
- RETIREES**
NAS Jacksonville
NS Mayport

**3,000 - 21 JACKSONVILLE
PUBLIC LIBRARIES**

1,000 - PLACES OF WORSHIP

2,000 - AREA SENIOR HOUSING FACILITIES
Retirement Communities - Residents
Assisted Living Facilities
- Select Residents & All Staff
Nursing Homes - All Staff & Family Members

1,000 - CITY INFORMATION CENTERS
City Hall
Jake Godbold Annex
Ed Ball Building
Jacksonville International Airport
Tax Collector Branches

**250 - JACKSONVILLE CHAMBER
OF COMMERCE**

1,500 - OTHER
Health Fairs
Home Healthcare Agencies
Caregivers
Newcomers
Reverse Mortgage Companies
Real Estate Agencies & Realtors
that specialize in working with seniors
Community Hospice
Haven Hospice
Heartland Hospice
Vitas Hospice



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