



**distinction  
style  
excellence  
class  
character**

Providing **Quality Publications** for  
Jacksonville, Gainesville, Orlando,  
Daytona & Southeast Georgia  
for more than 15 Years!



**ORLANDO**

**senior services**

Covering Orange,  
Seminole and  
Osceola Counties

**DIRECTORY MEDIA KIT**



(904) 296-1304 | Fax: (904) 296-9913  
6620 Southpoint Dr. S., Ste. 310  
Jacksonville, FL 32216  
[www.heritagepublishinginc.com](http://www.heritagepublishinginc.com)



The *Greater Orlando Senior Services Directory™* 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 .....	November 25, 2011
Advertiser's Camera-Ready Artwork .....	December 30, 2011
Date to Printer .....	February 3, 2012
Publication Date .....	February 20, 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 should be 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](mailto:art@heritagepublishinginc.com)

**ORANGE, SEMINOLE & OSCEOLA  
COUNTIES 2009 TOTAL POPULATION:  
1,847,412**

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 the Savings & Loans
- 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
- Control 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



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**2011-2012 ADVERTISING RATES**

<i>Type of Advertisement</i>	<i>Rate</i>
Outside Back Cover.....	\$6,495
Inside Front Cover .....	\$5,495
<b>Premium Positions</b> Inside Back Cover.....	\$4,695
Tab Insert - Front Side .....	\$4,500
Tab Insert - Back Side .....	\$4,000

**4-Color**

Page 1.....	\$4,295
Full Page with or without Bleed .....	\$3,695
1/2 Page Horizontal .....	\$3,195
1/2 Page Vertical .....	\$3,195
1/4 Page Horizontal .....	\$2,195
1/4 Page Vertical.....	\$2,195

**Black & White**

Full Page with or without Bleed .....	\$3,295
1/2 Page Horizontal .....	\$2,595
1/2 Page Vertical .....	\$2,595
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.....	\$295

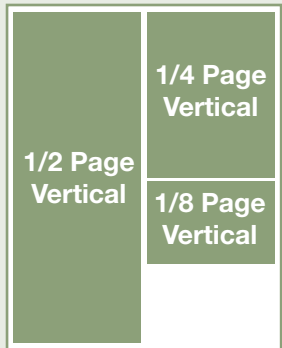
**2" Enhanced Listing**  
3.468 x 2

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

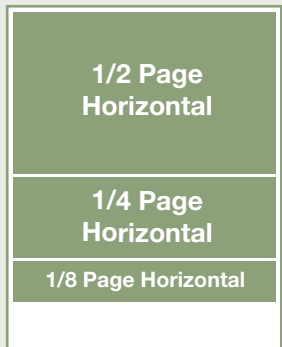
**All measurements are listed in inches.**

**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**  
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**  
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](mailto:art@heritagepublishinginc.com)**

**DISTRIBUTION: 12,000 COPIES**

**2,500 -** **ORLANDO SENIOR EXPO**  
May 2 & 3, 2012  
Hosted by Senior Resource Alliance

**1,500 -** **SENIOR HEALTH EXPO**  
Summer 2012  
Hosted by Florida Health Care Coalition

**2,000 -** **26 AREA COMMUNITY/  
SENIOR CENTERS**

**1,500 -** **INDIVIDUALS, FAMILY MEMBERS  
& CAREGIVERS BY REQUEST**  
Heritage Publishing, Inc.  
Orange County Office  
Orange County Commission on Aging  
Osceola Council on Aging  
Seniors First  
Senior Resource Alliance

**2,000 -** **PUBLIC LIBRARIES**  
17 Orange County  
7 Osceola County  
6 Seminole County

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

**250 -** **CHAMBER OF COMMERCE**  
Kissimmee/Osceola County  
Orange County  
Orlando  
Seminole County

**500 -** **OTHER**  
Health Fairs  
Home Healthcare Agencies  
Caregivers  
Real Estate Agencies & Realtors specializing in  
the senior market  
Reverse Mortgage Companies  
Places of Worship



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