



# 2024-2026 Services Directory Media Kit Advertising Creative Specifications

## CIRCULATION AND DISTRIBUTION

SourcePoint's Services Directory is our most popular publication! It is a comprehensive guide to local resources related to the health and wellness of Delaware County adults ages 55 and better and family caregivers.

- 10,000 copies of the latest edition will be distributed throughout Delaware County beginning in 2024.
- The directory is available to in-home care clients, enrichment center guests, and attendees of special events, as well as at health care facilities, senior living communities, community events for older adults, and more.
- All advertisers are listed alphabetically in the index. Each ad purchase includes one listing in the appropriate section of the directory, if applicable.
- Sections include Caregiver Resources; Crisis, Support & Mental Health; Education, Jobs & Volunteering; Financial & Utility Assistance; Government; Health; Housing; In-Home Services; Insurance & Benefits; Legal & Financial Planning; and Social & Recreational. Sections are subject to change based on resources identified for inclusion.
- The directory is also available at [MySourcePoint.org](http://MySourcePoint.org) as both a digital book and a searchable database.

## RESERVATIONS AND BILLING

**Space is limited and reserved on a first-come, first-served basis.** After you submit an advertising order form, you will receive confirmation of availability and be invoiced by July. **Ad artwork is due by Sept. 15 2023, and payment must be received in full by Oct. 31, 2023 in order for your ad to be published.**

SourcePoint reserves the right to refuse advertising from any entity whose mission may conflict with our own or whose message is deemed inappropriate for the publication.

### ADVERTISING SIZES AND RATES

#### Premium Placement, Full-Color

| Placement               | Size      | Dimensions             | Rate                    |
|-------------------------|-----------|------------------------|-------------------------|
| Back Cover              | Full-Page | 5.5" wide by 8.5" tall | \$2,500 <i>Reserved</i> |
| Inside Front Cover      | Full-Page | 5.5" wide by 8.5" tall | \$2,500 <i>Reserved</i> |
| Inside Back Cover       | Full-Page | 5.5" wide by 8.5" tall | \$2,200 <i>Reserved</i> |
| Tabbed Section Dividers | Full-Page | 4.75" wide by 8" tall  | \$2,000                 |
|                         | Half-Page | 4.75" wide by 4" tall  | \$1,200                 |

#### Standard Placement, Grayscale

| Placement     | Size         | Dimensions            | Rate    |
|---------------|--------------|-----------------------|---------|
| Content Pages | Full-Page    | 4.75" wide by 8" tall | \$1,100 |
|               | Half-Page    | 4.75" wide by 4" tall | \$900   |
|               | Quarter-Page | 4.75" wide by 2" tall | \$700   |

## ARTWORK

**File: Press-quality PDF or EPS preferred.** Please outline all text and embed graphics. A JPG is acceptable, but not recommended. JPG artwork must meet all specifications. All graphics should be minimum 300 dpi.

**Color: Four-color CMYK process.** All solid black elements should be adjusted accordingly: C0 M0 Y0 K100.



2024-2026 Services Directory Advertising Order Form

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

Billing Address (if different) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_

If ordering a tab, indicate your preferred selection. Note that if the section is not listed, it is already reserved.

Premium Placement (Color)

- Back Cover \$2,500 (Reserved)
Inside Front \$2,500 (Reserved)
Inside Back \$2,200 (Reserved)
Section Tab, Full-Page \$2,000
Choice 1
Choice 2
Section Tab, Half-Page \$1,200
Choice 1
Choice 2

Standard Placement (Grayscale)

- Full-Page \$1,100
Half-Page \$900
Quarter-Page \$700

Space is reserved on a first-come, first-served basis. After submitting this order form, you will receive confirmation of the availability of your preference and be invoiced by July.

Ad artwork is due by Sept. 15, 2023, and payment must be received in full by Oct. 31, 2023 in order for your ad to be published in the 2024-2026 edition.

Please sign and date below to complete your order:

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email order form and artwork to alison@MySourcePoint.org.

Thank you for your order! Your advertising fee supports the rising cost of printing SourcePoint's Services Directory, which provides a valuable resource to Delaware County adults.