

**\*LIMITED TIME OFFER\***

***Commit to an ad space now and receive 10% OFF!***

*Commitment must be received by December 4, 2009*

**Let the Alzheimer's Association's 2010-11 Resource Guide  
Link You To Your Community!**

**Why Buy Advertising Space in this Resource Guide?**

When you purchase space for sponsor advertising inside the Alzheimer's Association Resource Guide, you'll show your community that you support the Alzheimer's Association's mission.

**Your Resource Guide Advertisement Will Be Seen By:**

- ✓ **Individuals across the 5 counties (Fayette, Randolph, Rush, Union and Wayne) served by the East Central Service Delivery Area**
- ✓ **Diverse grassroots representatives** – families, elder advocates and professionals, universities, public libraries, hospitals, attorneys, physicians, pharmacies, financial institutions, health care professionals, community agencies, long-term care, assisted living facilities, and more.
- ✓ **Consumers seeking connections with elder support systems, living and safety needs.**
- ✓ **Adult children - caregivers of those with Alzheimer's - who seek support from local, easily accessible quality-of-living service providers.**

**Specifications for Your Resource Guide Advertisement**

- **Advertisements must be black and white**
- **Advertisements must be provided electronically in a .pdf, .eps, or .tif format in EXACT DIMENSIONS of the ad purchased**
- **Advertisements must be a minimum of 300 dpi**
- **Files should be e-mailed to [jeff.johnson@alz.org](mailto:jeff.johnson@alz.org) by no later than April 9, 2010.**  
Any requests for deadline extensions must be anticipated by the client and conveyed to the Alzheimer's Association at least three working days before this April deadline. Accordingly, the Alzheimer's Association cannot guarantee placement of ads that are not emailed to the Alzheimer's Association (or knowingly delayed ONLY by advance agreement with the Association) by April 4, 2009.

**Bonus incentives for placing an advertisement**

- **All advertisers will have their listing in the guide bolded and italicized to signify that you are a supporter of the guide.**
- **The Resource Guide will be posted online on the Alzheimer's Association website.**

**New this year!**

Specific section dedicated to pre-planning information and facilities that provide these services.

***\*All ad sponsors will have the opportunity to ensure the correct appearance of their ads in booklet form prior to printing; the Alzheimer's Association reserves the right to determine final ad positioning on pages appropriate to the purchased dollar levels of the ads.***