



Directory of Senior Services 2015/2016

The Directory of Senior Services is the most trusted source of information and resources for seniors, caregivers and professionals in Greater Edmonton. The content of the Directory has been created and curated by Sage since 1984 and is considered a comprehensive and reliable guide to resources, services and programs for older adults. The Directory of Senior Services enjoys excellent brand recognition and a loyal following by both seniors and professionals who work with older adults. Sage sends copies of the Directory to over 600 seniors-serving organizations annually, at their request.

As a non-profit organization, Sage depends on the support of advertisers to produce, print and distribute 45,000 copies of this essential resource at no cost to readers.

Sage is happy to continue our collaboration with the Alberta Business Research team for the Directory advertising sales! With their extensive experience in ad sales for publications such as the Edmonton Senior Newspaper, the team are experts in their field and are able to provide a high level of service to our advertisers.

Sage will continue to work directly with our advertisers to manage all the text listings and non-advertising content for the Directory, as well as the printing and distribution.

Thank you to our ongoing Directory advertisers and welcome to our newest advertisers!

www.MySage.ca

sage
Seniors Association of Greater Edmonton



At a Glance

AUDIENCE.....	Seniors, caregivers, professionals serving seniors
LAUNCHED.....	1984
FREQUENCY.....	Annual
CIRCULATION.....	45,000 copies
PRICE.....	Free
TIMELINE.....	Printed October 2015
SCOPE.....	Approximately 290 pages of seniors-focused resources
FORMAT.....	Detailed free text listings with ad, optional full colour ads
DISTRIBUTION.....	Greater Edmonton, public stands in grocers, pharmacies, etc.
PROFESSIONALS.....	Free delivery to over 600 seniors' organizations that request copies

In The Community

"All you need to know about Services available to you at your fingertips, awesome resource."

-Case Aid, Home Care

Library Customers and staff like having the Directory of Senior Services available at their local Edmonton Public Library. It is an excellent resource to be able to pass on to customers, knowing it comes from a reliable source.

-Capilano Branch, Edmonton Public Library

Listings

When you purchase an ad in the Directory, you will be eligible for a single 1/4 page text listing in the Directory at no cost. The purpose of the listings is to provide seniors, caregivers and seniors-serving professionals with a comprehensive guide to services and resources that are relevant to these groups. A listing will be not more than a quarter page in total. Sage reserves the right to edit the content to fit the space.

Categories for Listings and Ads

EMERGENCY

Emergency Numbers
Shelters for Abused Persons

CRISIS

General Assistance
Environmental – Household Crisis
Disaster & Emergency Relief

SENIORS' CENTRES, CLUBS & GROUPS

Seniors' Centres, Clubs & Groups
Cultural Organizations with Seniors' Programming

SENIORS' INFORMATION SERVICES

Seniors' Services Organizations
Advocacy Organizations
Consumer Resources

CITIZENSHIP & IMMIGRATION

Citizenship and Immigration
Immigrant-Serving Agencies

EDUCATION

Colleges and Universities
Continuing Education Services

ELDER ABUSE

Crisis Information
Crisis Services
Other Services & Information
Safe Accommodations

ESTATE PLANNING

Planned Giving
What To Do When Someone Dies
Funeral Services & Cemeteries
Bereavement Support

FINANCE

Federal Financial Programs & Benefits
Provincial Financial Programs & Benefits
Income Tax
Credit, Debt Management
Financial Services
What To Do When You Turn 65

HEALTH & WELLBEING

Alberta Aids to Daily Living
Home Health Care & Medical Equipment Suppliers
Medical Equipment Loans
Alberta Health Services
Health Link Alberta
Home Care
Day Programs
CHOICE
Rehabilitation
Mental Health
Palliative Care
Hospitals
Medical Clinics
After Hours Care
Public Health Centres

HEALTH & WELLBEING (Continued)

Caregiver Support
Counseling
Dental Services
Fall Prevention
Health Benefit Plans
Health Service Organizations
Hearing Aid Suppliers
Home Health Care Agencies
Pharmacies
Podiatry and Foot Care

HELP AT HOME

Home Services
Food Services
Outreach
Donating Your Household Items

HOUSING

Home Relocation and Moving Resources
Housing Resources & Helplines
Home Living
Apartments
Housing Cooperatives
Life Lease
Condominiums
Supportive Living
Senior Lodges
Family Care Homes
Personal Care Homes
Facility Living
Long Term Care/Continuing Care

LEGAL INFORMATION

Legal Information on Personal Decision Making
Legal Resources
Legal Firms
Mediation

LEISURE & RECREATION

Culture Opportunities
Recreation Resources
Libraries
Travel Insurance
Travel Services

PERSONAL SAFETY

Personal Safety Information
Frauds and Scams
False Charities
Inheritance Scheme

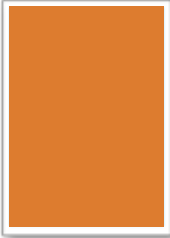
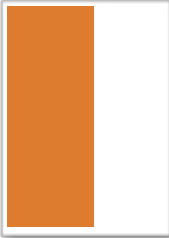
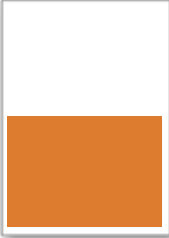
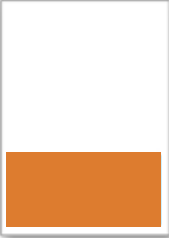
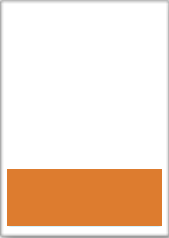
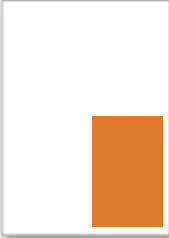

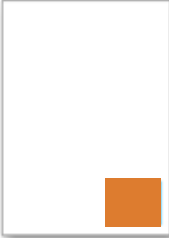
TRANSPORTATION

Resources to Maintain/Improve Driving Skills
Support Groups for Driver Cessation
Transportation Options for People Not Driving
Public Transportation

VOLUNTEER RESOURCES

Advertising

Advertising Deadline: August 7th, 2015

							
Full Page	1/2 Vertical	1/2 Horizontal	1/3 Horizontal	1/4 Horizontal	1/4 Vertical	1/8 Banner	1/8 Horizontal
6.8" x 8.6"	3.25" x 8.7"	6.8" x 4.3"	6.8" x 2.8"	6.8" x 2.1"	3.28" x 4.3"	6.8" x 1"	3.25" x 2.1"

Advertising Insertion Order

A signed Insertion Order must be received by August 7th, 2015. Ads will not be printed without receipt of a signed Insertion Order. All advertisers receive a free quarter page text listing. A form will be provided upon receipt of the Insertion Order. An invoice will be sent to the address on the insertion order.

Ad Placement

Your ad will be placed near your free listing, as space permits. Should layout not permit for your ad to be placed on the same or adjacent page as your free listing, it will be located within the Section you have indicated on your listing form.

Submitting Ads Digitally

Please supply your digital ad to fasiff@abr.greatwest.ca. All files must be in a PDF format - high resolution 300 dpi. Color ads or photos should be CMYK.

Call 780-470-5602 for more information about ad requirements.

Proofing

All advertisers are required to return a signed proof of the ad and listing prior to either being included in the publication. This ensures that you are happy with what will be printed and prevents any disappointment or miscommunication. Proofs will be emailed in August and September and must be signed and returned prior to the stated deadline on the proof. We appreciate your assistance in ensuring the accuracy of all materials prior to printing.

Advertising Contact

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