

# 2009 Southshore Retirement Guide

Publication date: November 24, 2009

Reservation Form

Does everyone know your name? People buy from companies they know, like & trust. The SouthShore Retirement Guide helps you make a name for yourself with local seniors, their families and professionals who can refer you. 20,000 copies direct mailed & bulk distributed annually in these communities:

Apollo Beach      Gibsonton      Ruskin      Riverview      Sun City Center      Sun City

Reach a worldwide audience through our companion web site—[www.southshoreretirement.com](http://www.southshoreretirement.com).

Advertising Rates—All ads include FREE 4 color

## SPONSORSHIPS/ PREFERRED POSITIONS

	RATE	Includes
<i>Sold</i>		Front cover Logo &
Gold	\$3,000	outside back cover ad
Silver	\$2,000	Inside front cover or 1 <sup>st</sup> text page
Bronze	\$1,000	Full page ad, first page of category

## ADVERTORIALS

News-style stories about your company

One page:	\$1,500
Two pages:	\$2,700

## STANDARD RATES --FREE directory & web site listing for all ads banner or larger

Size	Dimensions	Cost	Size	Dimensions	Cost
Full page	4 <sup>7</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub> "	\$895	Sixth Page	2 <sup>1</sup> / <sub>4</sub> x 2 <sup>1</sup> / <sub>2</sub> "	\$210
Half page H/V	4 <sup>7</sup> / <sub>8</sub> x 3 <sup>3</sup> / <sub>4</sub> /2 <sup>3</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub> "	\$575	Twelfth Page	1 x 2 <sup>1</sup> / <sub>2</sub> "	\$105
1/4 page H/V	4 <sup>7</sup> / <sub>8</sub> x 1 <sup>3</sup> / <sub>4</sub> /2 <sup>3</sup> / <sub>8</sub> x 3 <sup>5</sup> / <sub>8</sub> "	\$325	Listings		\$50
Business card	3 x 2 <sup>1</sup> / <sub>2</sub> "	\$250	(35 word description of your firm + contact information.)		

Note: page size of this directory is 5-1/2x8-1/2"

Advertiser \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  include in listing Email: \_\_\_\_\_  include in listing Web site: \_\_\_\_\_

include in listing

Ad size: \_\_\_\_\_  B & W  Color Cost: \$ \_\_\_\_\_ Enclosed: \$ \_\_\_\_\_ Balance Due \$ \_\_\_\_\_

Position Request: \_\_\_\_\_ Signed by: \_\_\_\_\_

Listing Copy: Category: \_\_\_\_\_ Description: (35 words.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ask how we can help you reach your best customers & referral sources through our directories in these nearby areas:  Sarasota County  Manatee County

subscribe to our Advertising/Marketing tips E-newsletter

Return Form to The Business Solution Group, 4411 Bee Ridge Rd., # 195, Sarasota FL 34233  
Ph. 941-870-3523 / Fax: 870-2699

• [Info@businesssolutiongroup.com](mailto:Info@businesssolutiongroup.com) • [www.businesssolutiongroup.com](http://www.businesssolutiongroup.com)

Please see reverse side for important information.

***2009 SouthShore Retirement Guide***  
***The Essential Guidebook to services,  
products and activities for Living The Good  
Life on Tampa Bay's South Shore***

**DEADLINES—all dates 2009**

- October 1– Space Reservations close
- October 12 – Final Copy & Payment Due
- November 24 -- Publication

All copy, and payment in full, must be received by **October 12, 2009**. Please make checks payable to The Business Solution Group. Send reservation, payments and artwork to the addresses below. Please include a copy of this form. A finance charge of 1.5% will be added to overdue accounts.

**Artwork:** The advertiser must provide camera-ready artwork sized to the dimensions in this contract. “Camera ready” ads may be supplied as “hardcopy” of sufficient quality for reproduction, film negatives or electronically. Acceptable electronic formats: EPS, PDF, Quark (5.0 or earlier) or PageMaker (6.5 or earlier). Electronic ads may be supplied on CD, floppy, Zip disk or by e-mail to [Southshore@BusinessSolutionGroup.com](mailto:Southshore@BusinessSolutionGroup.com). If not familiar with preparation of electronic files for publication, please request our technical instruction advisory. **Ads for which copy is not provided by the deadline are subject to cancellation without refund.**

Ad design, corrections and creative services, as well as film output, scans and all other production services are available from the publisher. Call for a quotation.

**Copyright:** Advertiser warrants that material submitted for publication does not violate any copyrights and agrees to indemnify The Business Solution Group against copyright infringement claims arising from publication of said advertising. Advertiser is responsible for meeting all regulatory requirements governing advertising in its industry.

**Display Ads:** Publisher will not be responsible for typos or other errors in a camera-ready ad supplied by the advertiser. Proofs of camera-ready ads by request only. The advertiser agrees to pay advertising charges in full by the due dates listed here. Publisher reserves the right to approve advertisements submitted for publication.

**Positions:** Publisher will endeavor to accommodate position requests, but only premium positions are guaranteed when paid in full. Position requests will be considered on a first-come, first-served basis, with preference given to advertisers making the earliest paid-in-full reservation. Publication of advertising cannot be guaranteed until paid in full. All advertising must be submitted and paid in full on or before **October 12, 2009** in order for advertisement to be placed in publication and/or above-mentioned web site. Free color offer for ½ page & larger ads subject to availability and, except for premium positions, limited to positions of publisher's choice.

**Proofs:** A proof of your *listing* will be faxed or emailed to you with a date for approval. Proofs not returned by that date will be assumed correct. Please provide a fax number and/or email address, and indicate if you want them published or not.

**Cancellation:** Ads cancelled after **October 1** will be charged a 50% penalty. No refunds on ads cancelled after **October 12, 2009**. Any claims for errors must be submitted within 30 days of the Directory's initial distribution.

**Contact:**

Peter Baxter

**The Business Solution Group**

4411 Bee Ridge Rd #195, Sarasota FL 34233

941-870-3523 • Toll Free: 888-697-9562 • 941-870-2699 (Fax)

E-mail: [Southshore@BusinessSolutionGroup.com](mailto:Southshore@BusinessSolutionGroup.com) • [www.businesssolutiongroup.com](http://www.businesssolutiongroup.com)