

“The Guide 2010”

A Directory of Senior Programs
and Services in Lane County

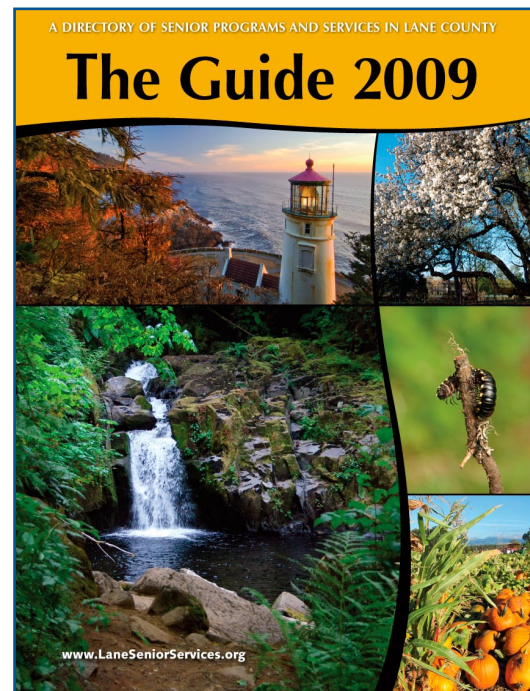
DISTRIBUTION

“Lane County’s only comprehensive resource for the **Active 50+ Community**”

Since 1992, Lane County’s most complete Directory of Senior Programs and Services. Available to the Active 50+ Community, Community Centers, Care Providers, Social Workers, Medical Professionals, Adult Living Communities and Retirement Centers, and family and community members involved in assisting Baby Boomers and seniors with life decisions.

15,000 copies to be distributed April 1, 2010,
throughout Lane County to :

- ◇ Adult Children of Seniors
- ◇ Seniors throughout the Community
- ◇ Senior & Disabled Services
- ◇ Senior Health Centers
- ◇ Hospitals
- ◇ Medical Centers
- ◇ Group Practice Physician and Dental Offices
- ◇ Case Managers
- ◇ Social Workers
- ◇ Libraries
- ◇ Social Security Administration
- ◇ Major Bookstores
- ◇ Adult Community Centers
- ◇ Assisted Living Centers
- ◇ Retirement Residences
- ◇ Department of Human Services
- ◇ Chambers of Commerce
- ◇ Elder Law Attorneys and the Legal Community
- ◇ Credit Unions
- ◇ Mortgage Companies
- ◇ UO Learning in Retirement Center



The Bowlin-Johannes Group

Office: 2792 Elysium Ave., Eugene, OR 97401

Mailing: P. O. Box 12051, Eugene, OR 97440

Phone: 541-912-8132

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bruce@bowlinjohannes.com

www.bowlinjohannes.com

Tax I.D. 93-1311132

"The Guide 2010"

A Directory of Senior Programs
and Services in Lane County

ADVERTISING TERMS AND AGREEMENT

Conditions of Agreement:

1. **Payment: Advertiser** authorizes and agrees to pay for the contracted display advertisement ten days from the contracting date or by the Ad proof mechanical due date, whichever is first. Upon failure or neglect of **Advertiser** to pay as stipulated above, then at the option of The Bowlin-Johannes Group, hereafter referred to as the **Publisher**, the entire unpaid balance of this agreement shall become due and payable immediately. All advertising must be paid prior to printing date. In the event it becomes necessary to have an attorney make demand for payment, or if suit instituted to collect on this agreement, or any part thereof, **Advertiser** expressly agrees to pay any reasonable attorney fees and all other collection costs incurred by **Publisher**. **Advertiser** cannot terminate this agreement during the stipulated period, and **Advertiser** acknowledges full and complete understanding of the terms contained herein. Payment options include Visa, MasterCard or Discover.
2. **Proof:** It is agreed that the advertisement will be printed as submitted by the **Advertiser**, unless **Publisher** is notified within 72 hours of delivery of the advertisement in which corrections are needed.
3. **Placement:** A surcharge of 15% shall apply if **Advertiser** requests specific page placement. Otherwise **Publisher** reserves the right to make the final decision immediately prior to publication as to which page and under which business heading the advertisement shall be placed.
4. **Errors and Omissions and Limitation of Liability:** If any error in, or omission of, an advertisement occurs due to the fault or neglect of the **Publisher**, at **Publisher's** discretion, **Advertiser** may receive a pro rata discount from **Publisher** to the degree the error or omission affects the entire advertisement. In no case, however, shall the **Publisher's** liability exceed the total charge for advertising services.
5. If advertising is canceled after a 72-hour grace period from contract date, advertiser agrees to pay a 20% surcharge.
6. Advertising agency standard commission of 15% is recognized only on quarter-page contracts and above.

Publication quantity: 15,000

Publication date: 4/1/10

Advertiser _____ Contact _____

Telephone _____ Fax _____

E-mail _____

Address: _____ City _____ Zip _____

By _____ Title _____
Advertiser

By _____ Date _____
Advertising representative

Back cover _____	2/3 H – 7.5" x 6.625" _____	Color _____ Black/White _____
Inside front cover _____	1/2 H – 7.5" x 4.875" _____	Website: tile/link _____
Inside back cover _____	1/3 H – 7.5" x 3.25" _____	Preferred placement _____
Opposite table of contents _____	1/4 H – 7.5" x 2.5" or 4.875" x 3.75" _____	Artwork via: CD _____
Full page, inside ads 7.5" x 10" _____	1/4 V – 2.375" x 6.625" _____	Zip _____
Contract amount _____	Business Builder – 4.875" x 2" _____	Email _____
		Hard copy _____
		Design requested _____
		Date received _____

Deadlines

Advertising space reservation _____ January 31, 2010
Advertising art/materials _____ February 10, 2010
Distribution _____ April 1, 2010

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LaneSeniorServices.org

Online Directory of Senior Programs and Services in Lane County 2010 Online Rates and Combination Discounts

Description

A continuously updated online directory of programs and services available within Lane County for seniors, care providers, social workers, senior centers, medical communities and caregivers. A complete resource to the over-50 market.

Rates

Tile Ads – 100 x 100

Three months	\$150
Six months.....	275
Twelve months	495

Links

Three months	\$ 75
Six months.....	120
Twelve months	180

15% discount off online rate with purchase of print advertising. Visa, MasterCard and Discover accepted.

Specifications for Art Files and Content

Digital ads must be submitted electronically, either via email, FTP or removable media (Zip disk or CD ROM). All ads must be ready to use and provided in either jpg, gif or png formats. Animated gifs are acceptable as long as they fall within appropriate size guidelines.

Files should be no larger than 100 KB, with 50-70 KB preferred.

Advertiser accepts all responsibility for the use of copyrighted materials.

Keep a backup of all files submitted. The Bowlin-Johannes Group or its agents are not responsible for the loss of or damage to electronic materials. Removable media cannot be returned to the advertiser except by prior agreement.

The Bowlin-Johannes Group reserves the right to reject any ad for any reason.

Published rates do not include ad creation, editing or other manipulation of digital files. The Bowlin-Johannes Group can build a digital ad to your specifications at a cost separate from the placement order.

3/29/09



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