# Be a part of the Mainebiz SeniorSmart Magazine

Few people are adequately prepared for all the tasks involved in planning and providing care for aging family members. SeniorSmart provides an essential road map for navigating the process. This resource guide explores the myriad of care options and offers essential information on topics ranging from self-care to legal and financial preparedness.

## CONTENT:

- Essential documents what to have in place at what stage
- Checklist for picking care options
- Regional care options Northern, Eastern, Central, Southern Maine

## **LISTINGS SECTION:**

- Glossary of Terms
- Independent Living
- Assisted Living
- Skilled Nursing Care
- Home Care

## Deadline: May 22 Published on: July 8

## ADVERTISING RATES:

Full Page	Half Page	Quarter Page
\$2,775	\$1,810	\$990

#### Ad specifications:

	Live area: 7.375" × 9.875"	
Full With Bleed	Trim: 8.375" × 10.875"	
	Bleed: 8.875" × 11.375"	
Standard Full	7.375" × 9.875"	
Half Page	7.625" x 4.75"	
Quarter Page	3.625" x 4.75"	

- Financial planning what do you need for savings and how to get there
- Caregiver Lifestyle consideration
- Conversations to have with family members
- Memory care warning signs





### Acceptable file formats:

Ads must be built to the correct size. Keep any important text within the live area of full page with bleed ads to avoid content loss during trim.

"High Quality" or "Press Quality" PDFs are preferred. Any fonts must be embedded. We work in the Adobe Creative Cloud on Mac OSX. We can accept camera ready files in Adobe InDesign, Illustrator or Photoshop.

When sending native files, all images and fonts must be collected and sent with the file. We prefer that Photoshop files be sent as PDFs

#### To ensure print quality:

- Blacks and grays need to be made with only black ink, not a CMYK mix.
- Colored type or white type on top of color backgrounds or color images should be at least 9 points. Type below 9 points may not hold registration.
- At least 20% variation of color is recommended when representing contrasting tones.
- The total ink density of colors should not exceed 240%. Photos with areas above 240% ink density may loose fine detail in those areas.

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