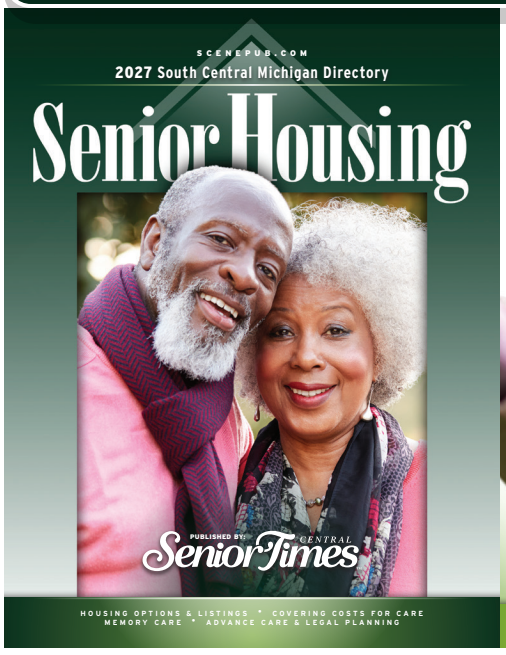
2027
SENIOR HOUSING
South Central Michigan Directory

The annual Senior Housing Directory
has been a popular and practical publication since 2015.
Join us to make sure the community has the most current
information to share in 2027.

We are inviting you to be part of this current directory.

Published By
Central Senior Times







2027 SENIOR HOUSING DIRECTORY
RATE CARD

Senior Times has been serving the needs of area seniors, their families and caregiviers for over 30 years. We are regularly asked about housing for the communities we serve in Barry, Branch, Calhoun, Jackson, and Kalamazoo Counties. In 2027, we will publish the 13th annual, full color, Senior Housing Directory in an 8-1/2 x 11 magazine-style format. The 2027 Senior Housing Directory will be complete with housing updates, housing options, payment options, in-home care options, and issues to consider as you evaluate choices including aging alone. The colorful, glossy pages are sturdy for a longer shelf life. Don't miss your opportunity to be in the 2027 Senior Housing Directory. It's only going to be published one time this year.

PUBLICATION / DISTRIBUTION

The 2027 Housing Directory will be published February 5, 2027 and will be distributed in Barry, Branch, Calhoun, Jackson, and Kalamazoo Counties. It will also be distributed at area events throughout the year.

- **ADVERTISING DEADLINE:** JANUARY 15, 2027
- **PUBLISH DATE:** FEBRUARY 5, 2027

AD RATES / SIZES

AD SIZE	PRICE	INCHES (W x H)
Front Cover Banner* (& Full Page)	$ 5,497	9 x 1.7
Back Cover	$ 2,497	7.25 x 9
Inside Front / Back	$ 1,997	7.25 x 10
Opposite Inside Front / Back	$ 1,997	7.25 x 10
4th Page from Front / Back	$ 1,697	7.25 x 10
Full Page	$ 1,497	7.25 x 10
1/2 Page Horizontal	$ 897	7.25 x 4.875
1/4 Page	$ 567	3.5 x 4.875
Block Ad	$ 347	2.25 x 2.25
Housing Guide Listing**	$ 137	

NOTE: Prices Include Color. Special page / placement requests are an additional $100. *Includes full page ad inside. ** Purchase 1/4 page or larger and you will be added to the Housing Guide Listing at no additional charge.

AD APPROVAL BY EMAIL

The convenience of email ad approvals require Scene Publications to place full responsibility of ad content upon the advertiser. An email ad / article approval accepts responsibility of typographic errors and inaccuracies of fact – and accepts responsibility of invoice payment in full.

AD / CONTRACT CANCELLATION FEE: $150

MECHANICAL REQUIREMENTS

Photos emailed or provided must be 300 dpi resolution at full size (100%). Ads may be supplied on cds, dvds, or flash drive. InDesign files are preferred. Please include all images, screen and printer fonts. Illustrator and Photoshop files are also accepted. Ads may also be emailed as a press PDF to keiths@seniortimescentral.com. Ads received that are not to our specifications will be altered to fit. For more specific technical information please contact our Art Department (269) 979-1479.

PUBLISHER'S POLICIES

Proofs are provided for those contracted for 1/4 page or larger, unless supplied. Claims concerning omissions or incorrect insertions will be considered within 30 days of publication date.

INTERACTIVE PUBLICATION

The Senior Housing Directory will also be provided online with a fun, interactive version that can be updated throughout the year. The online version adds another layer of support to the housing community to make it easier to find exactly what you are looking for. You can search, jump to websites, send emails, or jump to articles or ads.

But what if you want to change your ad content after the print date? No problem ... a one-time change will be offered to contracted advertisers in July at NO CHARGE. Want to change your ad more frequently? You can do that too at a cost of 25% of the contracted rate. Changes for this option are due by the first of the month and the content will be updated by the 10th of the month.

You will be able to view the publication from the website (seniortimescentral.com) or Facebook 24/7. The current 2026 edition can be viewed at www.seniortimescentral.com, then click on the Housing Directory cover. While there, check out *Senior Times* Central and Healthy Aging online interactive versions as well.

Call us or visit us online ... we're here to serve you!

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DIRECTORY

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