

# Directory of Services

From healthcare to affordable housing, the network of aging services is complex. AgeWell's *Directory of Services* is widely recognized as a trusted, unbiased, and comprehensive resource guide for older adults, caregivers, social workers, and professionals.

Approximately 27,000 print copies are provided free for older adults and caregivers. The online directory ([directory.agewelltn.org](http://directory.agewelltn.org)) averages 4,000 page views per month. It is an invaluable resource.

AgeWell's directory is published biennially and funded by support from sponsors. We are currently seeking sponsors for the 2025-2026 edition.



**POPULATION** Approximately 2 million people reside in the counties of Cheatham, Davidson, Dickson, Houston, Humphreys, Montgomery, Robertson, Rutherford, Stewart, Sumner, Trousdale, Williamson, and Wilson.

**CHAPTERS** Info & Assistance, Activities & Education, Caregivers, Elder & Domestic Abuse, Employment, End of Life Issues, Financial & Consumer, Food Services, Health & Insurance, Help at Home, Housing (Independent, Assisted Living, Nursing Homes and Memory Care), Legal Assistance, Mental Health, Public Services, Transportation, and Veterans Services.

**DISTRIBUTION** Approximately 27,000 copies are distributed. The *Directory* is provided FREE for older adults and caregivers through all Middle Tennessee public libraries and more than 30 additional distribution sites in 13 counties. AgeWell also provides directories at our office and community outreach events throughout the year. Sponsors may also distribute copies to their clients and target market.

**SPONSORSHIP BENEFITS** • Ad placement in the appropriate section of the *Directory*. • Exclusive opportunity to distribute and brand copies of the *Directory* to your clients and customers. • Enhanced online listing options • Index Listing • Recognition as a sponsor in publicity. See advertising packages for options.

## Customized Directory of Services

- Create a customized, co-branded Directory for your employees, clients or members.
- In addition to the standard content, this version will include custom introductory pages, corporate-specific contact information and any additional mutually agreeable content.
- Custom Directories may be created for \$6 per copy.
- 1,000 minimum quantity

# Directory Advertising Rates

## PRINT & ONLINE PACKAGES

### PACKAGE A \$3,500\*

FULL-PAGE BLACK & WHITE AD

7½" H X 4½" W

Includes 500 print copies  
(\$2,500 value)

\*Two-year upgraded Pro Sponsor  
online Directory listing with logo\*,  
website link & banner ad\* (\$1,000  
value)

### PACKAGE B \$2,000\*

HALF-PAGE BLACK & WHITE AD

3¾" H X 4½" W

Includes 200 print copies  
(\$1,000 value)

\*Two-year upgraded Sponsor  
online Directory listing with logo\*  
and website link (\$500 value)

### PACKAGE C \$1,250

QUARTER-PAGE BLACK & WHITE AD

3¾" H X 2¼" W

Includes 100 print copies  
(\$500 value)

\*Two-year upgraded Sponsor online  
Directory listing with logo\* and  
website link (\$500 value)

## PRINT ONLY

### PACKAGE D \$1,000

QUARTER-PAGE BLACK &  
WHITE AD

3¾" H X 2¼" W

Includes 100 print copies  
(\$500 value)

## ONLINE ONLY

### PACKAGE E \$1,000/year

PRO SPONSOR

Featured Banner Ad with  
targeted placement

Featured listing placement at  
top of the search category

Logo & website link

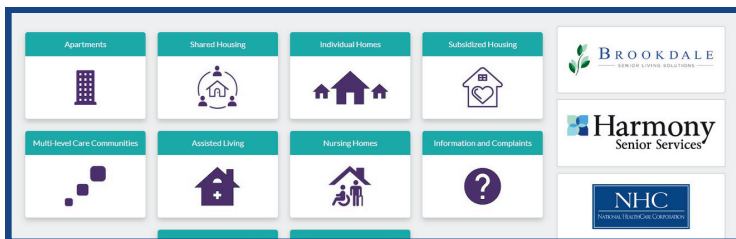
2 cases of print copies  
(\$260 value)

### PACKAGE F \$500/year

SPONSOR

Logo & website link

2 cases of print copies  
(\$260 value)



BANNER ADS

LOGO & LINK



\*Nonprofit Discount Available

# Directory Sponsorship Form

Company Name & Contact Person

Mailing Address

City, ST, & Zip

Phone

Email

Artwork Contact Person & Email (if different from above)

Invoice/Billing Contact Person & Email (if different from above)

Agency/Business Name (to be published)

Agency/Business Address and/or Contact Info. (to be published)

## Sponsorship Package (select one)

Package A: \$3,500  
Full-page

Package B: \$2,000  
Half-page

Package C: \$1,250  
Quarter page

Package D: \$1,000  
Quarter page - print

Package E: \$1,000

Package F: \$500

## Review & Initial Commitments/Dates

- Initial** \_\_\_\_\_ Commitments and artwork **MUST** be received by November 1, 2024.
- Initial** \_\_\_\_\_ A \$50 fee will be assessed for any advertising requiring editing and/or redesign.
- Initial** \_\_\_\_\_ A down payment of at least 50% is required by November 1, 2024.
- Initial** \_\_\_\_\_ Payment in full is required by February 28, 2025.
- Initial** \_\_\_\_\_ Sponsor copies will not be released until full payment is received.
- Initial** \_\_\_\_\_ A late fee of \$25/month will be charged.
- Initial** \_\_\_\_\_ **\*\*Online logo and banner ad artwork specs: 450 x 150, white background & hi-res PNG, preferred. Please email art files to [rcardenas@agewelltn.org](mailto:rcardenas@agewelltn.org)**

**If you would like a smaller number of print directories, please indicate how many you would like to receive: \_\_\_\_\_**

**I would like more information about a customized Directory for my organization. Please contact me.**

How would you like to pay?  Pay online at

Send an invoice

Signature and Date



Please return the completed form to [tcloud-mann@agewelltn.org](mailto:tcloud-mann@agewelltn.org) or  
PO Box 158309 Nashville, TN 37215