

2012 trends in design

Plan now to showcase
your senior living
designs, products
and services



THE AMERICAN INSTITUTE
OF ARCHITECTS
Design for Aging Knowledge Community

LeadingAge™

A collaboration between LeadingAge and the American Institute of Architects

2012 trends in design

the unique source for industry trends and innovative solutions

LeadingAge and the American Institute of Architects (AIA) are partnering to showcase cutting-edge designs and inspired architectural solutions for aging services providers.

Trends in Design highlights the best in senior-living design and innovation. It serves as a primary resource for aging services leaders looking to discover new ways to provide the highest quality services to their residents. With significant buying power and a commitment to quality and innovation, these readers are the customers you want to reach.

reach your audience with broad distribution



In addition to appearing in the print edition of *Trends in Design*, which will be mailed to top aging services leaders and distributed at the largest aging services show in the country, all projects and ads will also be featured in the digital version of the publication.

two ways to impress future clients!

1 Feature your PROJECT

Architects: Deliver revolutionary designs right into the hands of thousands of potential clients. Showcase how your firm is shaping the future of senior living through its creative approaches to implementing architectural and interior design plans in a cost-conscious market.

Illustrate your innovative designs

Trends in Design allows you to showcase your most innovative projects in any one of these trends:

- **Green/Sustainability** – Design that incorporates green and/or sustainable features to reduce negative impacts on the environment and resident health.
- **Household/Neighborhood** – Design that exemplifies efficient use of space to create intimate residential settings or shared spaces to optimize independence, privacy and social interaction.
- **Urban/Community Integration** – Design that integrates the built environment with public spaces to offer a unique sense of place within the broader community.
- **Wellness/Life Enrichment** – Design that transforms indoor and/or outdoor spaces to promote resident physical health and social engagement.

Maximize your marketing dollars

To truly maximize impact and marketing dollars, you can showcase your design project and advertise together—at a discounted price. You'll save 15% on advertising by purchasing both options.

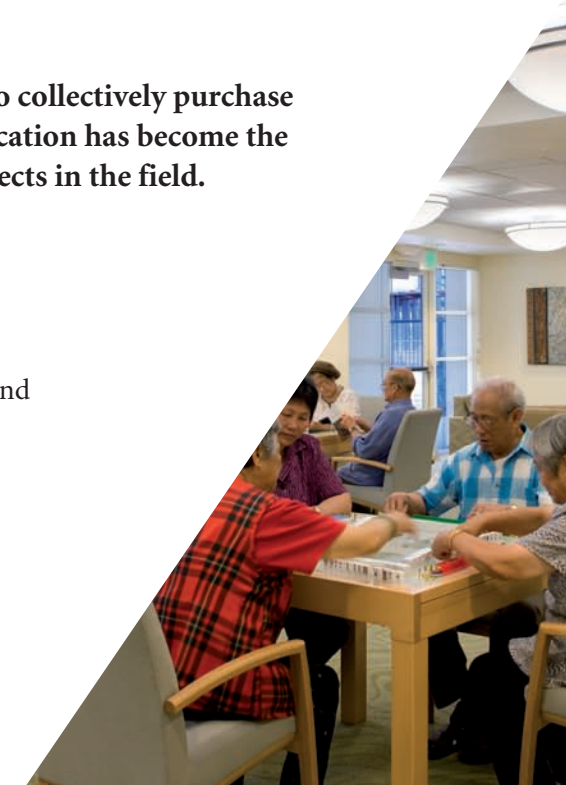
2 Showcase your PRODUCTS

Advertisers: Reach thousands of senior living stakeholders who collectively purchase billions of dollars of products and services each year. This publication has become the source of what's hot and who's who for the most innovative projects in the field.

Trends in Design readers are looking for:

- Architectural Services
- Appliances
- Bathing Equipment
- Construction Services
- Consultation Services
- Design and Building Services
- Dining Services
- Engineering Services
- Emergency Response Systems
- Financial and Development Services
- Fire Prevention Systems
- Fitness Equipment
- Flooring
- Furniture and Equipment
- Identification Systems
- Insurance
- Interior Design Services
- Maintenance Supplies and Equipment
- Resident Monitoring
- Safety Services and Equipment
- Signage Systems
- Television and Wireless Systems

And so much more...



1. Feature your PROJECT

Please check appropriate boxes.

- 1-page (200 words, 3 images) \$1,190 x _____ (# of listngs)
- 2-page (400 words, 6 images) \$1,800 x _____ (# of listngs)



1-page Project Summary



2-page Project Summary

Get 15% off advertisement when purchasing both a project summary and an ad.

(discount applied only to ad)

Size	Black/White	Four-color additional surcharge
<input type="checkbox"/> Full page	\$2,120	\$950
<input type="checkbox"/> ½ page vert./hor.	\$1,100	\$600

Company Name _____

Contact Name _____

Address _____

Phone _____

City, State, Zip _____

E-mail _____

Payment Method

Total payment due \$ _____

- Check (payable in U.S. dollars to LeadingAge) MasterCard VISA American Express

Credit card number _____ Expiration date _____

Cardholder's name (as it appears on card) _____

Authorized signature _____ Date _____

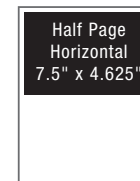
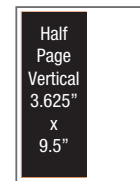
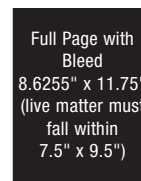
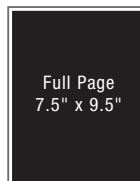
Send this form to:

Margaret Wanca-Daniels, Director of Sales, 2519 Connecticut Ave. NW, Washington, DC 20008-1520
 Phone: 202.508.9479 • Fax: 202.939.5820 • E-mail: mwanca-daniels@LeadingAge.org

2. Showcase your PRODUCTS

Size	Black/White	Four-color additional surcharge
<input type="checkbox"/> Full page	\$2,500	\$950
<input type="checkbox"/> ½ page vert./hor.	\$1,300	\$600

Premium Positions	Surcharge
<input type="checkbox"/> Back cover	\$5,900
<input type="checkbox"/> Inside front cover	\$4,800
<input type="checkbox"/> Inside back cover	\$4,300



Advertising Specifications

Resolution:

300 dpi minimum for continuous tone images (photographs).
 600 dpi minimum for line art.

How to send:

E-mail: Please send all artwork to trendsindesign@LeadingAge.org (Large TIFF files should be compressed as .zip files.)

A supporting hard copy of ad must be mailed.

Portable media: CD-ROM only. Please include name, phone number and e-mail address of contact person. Label disk with advertiser's name and *Trends in Design*. A print proof of ad MUST be included to check against the contents of the disk. It is also helpful to enclose your originating design file with all supporting graphics.

Note: We are PC-based for graphics. You will receive instructions for submitting a Design Project Summary via e-mail once the LeadingAge Sales Department has received this form.