



City of Thousand Oaks

COUNCIL ON AGING

The Thousand Oaks Council on Aging is currently updating the fabulous Thousand Oaks Senior Services Directory. The Directory is a compilation of government agencies, social service organizations and other senior service providers offering services to seniors living in Thousand Oaks.

Inclusion in the Senior Services Directory is limited to bona fide agencies that provide a specific senior service and non-profit agencies that will work with any and all seniors regardless of income level. Entries on the website will be accepted electronically on the City website at www.toaks.org. Type "Senior Services Directory" in the search bar to find the entry information page. The deadline for submitting updates or new entries to the directory is **April 30, 2009**. The 2009 edition is expected to be available June 2009.

At this time, the directory will be available on the City website. As always, each agency will be provided space in the directory under three headings of their choice at no charge. Last fiscal year 08/09, all 4,500 directories that were available were distributed. We estimate that requests for the directory are near 7,500.

Additionally, ad space and sponsorships will be available to those that wish to support the printing of the directory. Attached please find ad and sponsorship information. Due to economics, **the Directory will not be printed unless fund raising, sponsorship and ad sales are successful**. The number printed will be directly related to funding. The goal is to print and distribute a minimum of 5,000 the first year, at a cost of approximately \$2.50 per book. When all funding is in, each agency purchasing an ad and/or sponsorship will be notified of how many will be distributed available prior to print.

For more information on the Council on Aging and the Senior Services Directory, call (805) 449-2743, or e-mail Councilonaging@toaks.org.

Thank you for your support.

Council on Aging

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Council on Aging
Senior Services Directory
Ad and Sponsorship Information

The Commission's goal is to distribute 5,000 hard copies annually and provide information on the City website. Ad pricing is annual (minimum 5,000 copies). The directory will be printed in black and white in May each year for distribution.

The general format for directory will stay the same as the 2006 directory, with the exception of nine tab pages and cover pages which will be available for ad space.

- ✓ Inside Front Cover

TABS

- ✓ Education/Support Classes and Groups
- ✓ Health Services
- ✓ Housing
- ✓ In-Home Support Services
- ✓ Legal/Financial
- ✓ Misc. Services
- ✓ Residential Care (Independent, Assisted, and Nursing care)
- ✓ Senior Adult Recreational/Volunteer Organizations
- ✓ Transportation

AND

- ✓ Inside back cover

Each two-sided tab or cover pages can consist of two full page ads, 4 half-page ads, or eight quarter page ads or a combination thereof. Suggested Ad donation is as follows:

Location	Size	price
Inside Front Cover	Full	\$1,000
Inside Back Cover	Full	\$900
Inside Front Cover	Half	\$550
Inside Back Cover	Half	\$500
Inside Front Cover	Quarter	\$300
Inside Back Cover	Quarter	\$275
Tab Pages	Full	\$750
Tab Pages	Half	\$400
Tab Pages	Quarter	\$225

In addition to ad space, sponsorships on our "Special Thanks to our Sponsors" page will be available. This page will be located in the beginning of the directory before table of contents. Sponsor page listing minimum \$100 donation.

If enough money is raised, it is possible that tab pages will be in color. Ads submitted will be required to be in both color and black and white in a high resolution .jpeg format.

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