

# 2023 Helping HANDS Media Kit



## A Publication of the HANDS FOUNDATION

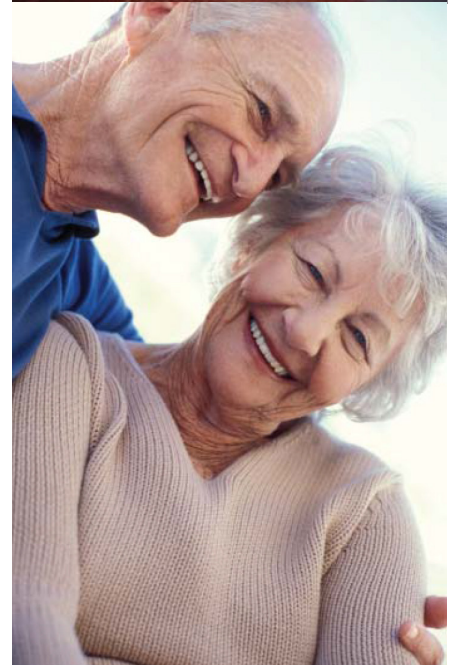
*Helping to assist and inform older adults  
and seniors in Medina County.*

The HANDS FOUNDATION appreciates your consideration of Helping HANDS newspaper and the promotional opportunities available to you. If you are targeting seniors in Medina County, there are several opportunities you can utilize to market your business to this important demographic.

If your current advertising initiatives don't specifically target seniors or children of aging parents/caregivers, then Helping HANDS is a great way to utilize your advertising dollars.



**Office Address:** 4274 Manhattan Ave. | Brunswick, OH 44212  
**Mailing Address:** P.O. Box 868 | Brunswick, OH 44212  
**Office:** 330-225-4242 | **Greg's Cell:** 330-410-5497  
[www.hands-foundation.org](http://www.hands-foundation.org) | [OfficeHandsFound@aol.com](mailto:OfficeHandsFound@aol.com)



# 2023 ADVERTISING RATES

**\*\*\* ALL ADS IN COLOR! \*\*\***

## CIRCULATION

Helping HANDS is **direct mailed to 10,000+ older adult households throughout Medina County** with additional copies available at a variety of locations and events. Publications can also be viewed on the website at: [www.hands-foundation.org](http://www.hands-foundation.org)

## DIGITAL AD SPECS

High-Res digital PDF files preferred. When saving file, choose "Press Quality" or "High Quality" PDF. Contact Greg for assistance on digital files. High-Res digital photographs may be submitted for inclusion in articles, space permitting.

## PAYMENT

Advertisers are invoiced via Email upon completion of issue(s).

### PROMPT PAYMENT IS EXPECTED.

Payments can also be made Online with a credit card or a with a check mailed to: **HANDS FOUNDATION, P.O. Box 868, Brunswick, Ohio 44212.**

## POLICY

HANDS FOUNDATION reserves the right to omit and/or edit any ad or article/editorial submitted.  
**NOTE:** Ads are for marketing your business only.  
 Ads cannot promote specific products with product pricing. Articles published do not necessarily reflect the opinions or beliefs of the HANDS FOUNDATION.

## PUBLISHER

Greg Ramler. Contact Greg if you have questions about your ad.  
 Greg can also design your ad if you need assistance.

**330-410-5497 | [Gramler@Zoominternet.net](mailto:Gramler@Zoominternet.net)**

## Sample Ad Size Diagram

2 columns wide by 6" deep OR 4" x 6" <b>\$275</b>	2 columns wide by 3" deep 4" x 3" <b>\$145</b>	1 col. wide by 3" deep 1-7/8" x 3" <b>\$83</b>
	3 columns wide by 5" deep OR 6-1/8" x 5" <b>\$335</b>	
2 columns wide by 2" deep 4" x 2" <b>\$105</b>		
2 columns wide by 4" deep OR 4" x 4" <b>\$190</b>	3 columns wide by 4" deep OR 6-1/8" x 4" <b>\$275</b>	

## Ad Sizes & Rates

### 2023 ISSUES & DEADLINES\*

Jan/Feb	12/12/22	Deadline
Mar/April	02/12/23	Deadline
May/June	04/12/23	Deadline
July/Aug	06/12/23	Deadline
Sept/Oct	08/12/23	Deadline
Nov/Dec	10/12/23	Deadline

\* Deadline dates are subject to change

		WIDTH				
DEPTH		1-7/8"	4"	6-1/8"	8-1/4"	10-3/8"
	2"	\$62	\$105	\$145	\$190	\$230
	3"	\$83	\$145	\$210	\$275	\$335
	4"	\$105	\$190	\$275	\$355	\$440
	5"	\$125	\$230	\$335	\$440	\$545
	6"	\$145	\$275	\$400	\$525	\$650
	7"	\$167	\$315	\$460	\$610	\$755
	8"	\$190	\$355	\$525	\$695	\$860
	9"	\$210	\$400	\$590	\$775	\$965
	10"	\$230	\$440	\$650	\$860	\$1,070
	11"	\$250	\$485	\$715	\$945	\$1,175
	12"	\$275	\$525	\$775	\$1,028	\$1,280

FULL PAGE

# FREE BONUS INCENTIVES

## Website Banner Ad

Advertisers that commit to 6 issues get a **FREE** banner ad!



**EXPERIENCE WESTERN RESERVE MASONIC COMMUNITY!**

- Villa homes and apartment options
- Assisted living with personalized services
- Post-acute and skilled nursing care
- Pathways Memory Care Center
- State-of-the-art rehabilitation, licensed therapies

**Western Reserve MASONIC COMMUNITY, INC.** 330-721-3000 | [www.wrmcoho.org](http://www.wrmcoho.org)

## Banner ads get placed on the HANDS Foundation website

- **Size:** ..... 468 pixels wide by 168 pixels tall  
Actual size shown to the left.
- **Format:** ..... JPG file preferred, web quality RGB

## Write-Up

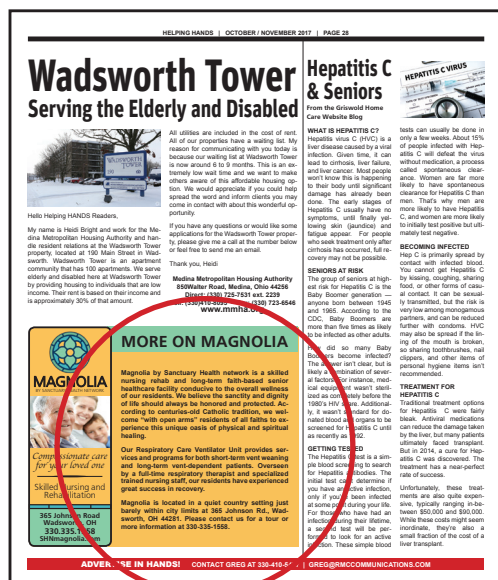
Advertisers can submit a **FREE** 150 word write-up about their business with **ANY** ad placement.

(Inclusion based on available space)

## Ad Design Services

Need help designing your ad?  
Greg can create your ad at **NO CHARGE.**

(Includes Banner Ads)  
(Contact Greg for More Information)



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### Wadsworth Tower

Serving the Elderly and Disabled

Helping Hands Readers,

My name is Heidi Bright and work for the Medina Metropolitan Housing Authority and handle resident relations at the Wadsworth Tower property located at 150 Main Street in Wadsworth. Wadsworth Tower is an apartment community that has 100 apartments. We serve elderly and disabled here at Wadsworth Tower by providing housing to individuals that are low income. Their rent is based on their income and is approximately 30% of that amount.

If you have any questions or need the same applications for the Wadsworth Tower property, please give me a call at the number below or feel free to send me an email.

Thank you, Heidi

Medina Metropolitan Housing Authority  
Wadsworth Tower, Medina, Ohio 44130  
Direct: 330-721-7571 ext. 229  
Dorothy: 330-721-7571  
[www.mmha.org](http://www.mmha.org)

### Hepatitis C & Seniors

Caution the Golden Rule

**WHAT IS HEPATITIS C?**  
Hepatitis virus C (HVC) is a liver disease caused by a viral infection. Given time, it can lead to cirrhosis, liver failure and liver cancer. Most people don't know they have hepatitis until they have significant damage, have already been diagnosed, until finally they develop signs (jaundice) and fatigue appear. For people who seek treatment, often surgery may not be possible.

**SENIORS AT RISK**  
The group of seniors at high risk for Hepatitis C is the Baby Boomer generation - 1945 and 1965. According to the CDC, Baby Boomers are more than five times as likely to be infected as other adults.

How did so many Baby Boomers become infected? The answer isn't clear, but it is likely a combination of several factors: for instance, medical equipment wasn't properly cleaned and used many times before the 1970s HIV test was developed. Additionally, a recent study suggests that shared personal hygiene items, such as razors, nail clippers, and other items of personal hygiene items, aren't recommended.

**TREATMENT FOR HEPATITIS C**  
Traditional treatment options for Hepatitis C were fairly harsh, requiring long periods of treatment but with a 50% success rate. Newer, more effective treatments are available, typically lasting 12 weeks, typically costing between \$50,000 and \$100,000. While these costs might seem insurmountable, they're also a small fraction of the cost of a liver transplant.

**GETTING HELP**  
The Hepatitis Foundation is a small, non-profit organization that is dedicated to helping seniors with Hepatitis C. The foundation has a small fund that can help with the cost of a liver transplant.



**GET YOUR LIFE BACK!**

**HEARWRIGHT**

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Call us today!  
800-640-9107  
Hearwright.com

**INTRODUCING BRAIN HEARING TECHNOLOGY THAT IS NOW RECHARGEABLE.**

Finally, there's a hearing device that works in harmony with your brain, so you can hear every sound clearly, even in noisy environments. Hearwright's rechargeable technology lets you wear your device for up to 10 hours on a single charge. No more recharging every day. Hearwright's rechargeable technology is the only hearing device that works in harmony with your brain, so you can hear every sound clearly, even in noisy environments.

## CONTACT INFORMATION

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