

The most comprehensive retirement resource for older adults, their families and the professionals that serve them.

Find out why.



Retirement  
Connection



More than advertising, Retirement Connection is an extension of your marketing department. We use the most focused multi-media marketing, including: print, internet and community.

### THE GUIDE

Retirement Connection Guide is the most comprehensive local resource for those 50 & better, with hundreds of topics, comparison grids, educational articles and caregiver checklist.

### THE WEBSITE

RetirementConnection.com contains comprehensive searchable business listings organized by category, a news and events section, downloadable print guides, job postings and marketing resources.

### THE NETWORK

We work to build a strong business-to-business network. This includes a monthly e-newsletter, online event calendar, marketing opportunities, quarterly sponsor events, community news and professional development.

For advertising information call us at 503-505-5865, 800-462-1316  
or email [mktg@RetirementConnection.com](mailto:mktg@RetirementConnection.com)

# What makes us different?

- 1 **THE PREFERRED GUIDE** The “official resource” for many organizations, including Washington County Disability, Aging & Veteran Services and Oregon Cascades West Council of Governments-Senior & Disabilities Services. We are also the official resource for Salem Hospital, Santiam Memorial Hospital and Asante Medical Centers.
- 2 **ANNUAL DISTRIBUTION** We distribute 80k guides in greater Portland/Vancouver, 55k guides in greater Salem/Corvallis, and 50k guides in Southern Oregon to hundreds of locations. These include hospitals, senior centers, area agencies on aging, case managers, libraries, physician offices, senior housing communities, parish nurses, expos and more.
- 3 **FOCUSED GEOGRAPHIC AREA** Consumers search and shop locally. Portland/Vancouver includes Clackamas, Multnomah, Washington and Clark counties. Salem/Corvallis includes Marion, Polk, Yamhill, Linn, Benton and Lincoln counties. Southern Oregon includes Douglas, Josephine, Jackson and Klamath counties.
- 4 **97% RENEWAL RATE** High satisfaction and return on investment (ROI).
- 5 **LOCAL REPS** More than an advertisement, we are an extension of your marketing department. We know your referral sources and can help you market your business.
- 6 **TARGETED MARKETING** Content and features designed specifically for those 50 and better.
- 7 **DESIGN** Thoughtful color selection and low-glare paper for mature eyes. Digest size is easy to carry and is a great desk reference.
- 8 **COMPREHENSIVE** 100+ topics of information, providing a one-stop resource.
- 9 **SHELF LIFE** Seniors and professionals keep our guide as a valuable reference.
- 10 **INTERNET MARKETING** Post your events, job openings, promotions, and news on RetirementConnection.com.

AD PAGE #	Home Health Agencies	TELEPHONE	HOPE LICENSE	RESPIRATORY CARE	SO. REGISTERED NURSE
18	Amedisys Home Health Services, 11851 NE Glenn Widing #F, Portland, 97220	503-253-5155			
18	Amedisys Home Health Services, 16083 SW Upper Boones Ferry Rd #100, Portland, 97224	503-619-1020			
18	Assured Home				
16	Gentiva Health				
15	Maxim Health				
18	Providence Ho				
17	Touchmark Ho				

AD PAGE #	Assisted Living, Residential & Family Care Home	TELEPHONE
<b>ALBANY, OR</b>		
146	Mennonite Village, 5353 Columbus St SE, Albany, 97322	
<b>BATTLEGROUND, WA</b>		
182	Colonial House, 208 SW 20th Ave, Battle Ground, 98604	
183	Mallard Landing, 813 SE Clark Ave, Battle Ground, 98604	
<b>BEAVERTON, OR</b>		
	Beaverton Hills, 4525 SW 99th Ave, Beaverton, 97005	
167	Canfield Place, 14570 SW Hart Rd, Beaverton, 97007	
172	Edgewood Pointe, 7733 SW Scholls Ferry Rd, Beaverton, 97008	
177	Farmington Square, 14420 SW Farmington Rd, Beaverton, 97005	
179	Hearthstone of Beaverton, 12520 SW Hart Rd, Beaverton 97008	
179	Hearthstone at Murrayhill, 10880 SW Davies Rd, Beaverton, 97008	
<b>CAMAS, WA</b>		
182	Mountainview House, 2647 NW Kent St, Camas, 98607	
<b>CANBY, OR</b>		
201	Marquis at Hope Village, 1589 S Ivy St, Canby, 97013	
180	Rackleff Place, 655 SW 13th Ave, Canby, 97013	
<b>CLACKAMAS, OR</b>		
153	Miramont Pointe, 11520 SE Sunnyside Rd, Clackamas, 97015	

## EASY-TO-READ COMPARISON GRIDS:

An added feature of the guide are the housing and homecare comparison grids which compare specific details about each company’s services, amenities and pricing. This valuable tool is used not only by seniors and their families to “comparison shop,” but also by case managers and other professionals.

Content includes: complete addresses, phone numbers, license types and other helpful details to assist in making informed decisions. All licensed communities and agencies are included and updated every 6 months.

Sponsors are highlighted with their ad page in red for quick reference. Print sponsors also receive a complimentary web ad with links, logo and description on RetirementConnection.com.



# The Most Comprehensive Retirement Resource

At Home Care & Health										
IN-THE-HOME SERVICES	DIABETIC CARE	CARING CARE	PSYCHIATRIC	ACCEPT MEDICAD	THERAPY SERVICES	PT, OT, ST	PT, OT, ST	PT, OT, ST	PT, OT, ST	PT, OT, ST
•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•

Housing											
1 BDRM OR LARGER	2 BDRM OR LARGER	3 BDRM OR LARGER	4 BDRM OR LARGER	5 BDRM OR LARGER	6 BDRM OR LARGER	7 BDRM OR LARGER	8 BDRM OR LARGER	9 BDRM OR LARGER	10 BDRM OR LARGER	STARTING PRICE	
541-928-7232	A	•	•	•	•	•	•	•	•	98	\$3,185
360-666-8588	A	•	•	•	•	•	•	•	•	40	\$2,592
360-687-0123	A	•	•	•	•	•	•	•	•	70	\$2,825
503-520-1350	A	•	•	•	•	•	•	•	•	60	\$3,090
503-626-5100	A	•	•	•	•	•	•	•	•	88	\$2,655
503-671-9474	A	•	•	•	•	•	•	•	•	49	\$3,255
503-626-2273	R	•	•	•	•	•	•	•	•	26	\$2,795
503-641-0911	A	•	•	•	•	•	•	•	•	58	\$3,220
503-520-0911	A	•	•	•	•	•	•	•	•	64	\$3,295
360-834-3988	A	•	•	•	•	•	•	•	•	36	\$2,604
503-266-2444	A	•	•	•	•	•	•	•	•	80	\$3,103
503-266-9555	A	•	•	•	•	•	•	•	•	25	\$3,275
503-698-1600	A	•	•	•	•	•	•	•	•	14	\$4,075

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### ▲ CLEAR AND CONCISE SECTIONS

An important element for the shelf life of any publication is to make sure the reader finds all they need in one resource. The more than 100 topics of information are separated into clear, easy to find, and color coded sections.

## Compare the Value

### A COMPLETE PACKAGE

When comparing pricing, don't simply look at the cost of a one time ad. Compare "how much will it cost to run the ad for a year?" Our annual rate includes print, website and community. We also include web links, event postings, networking and marketing support. "Are these additional costs with other publications?"

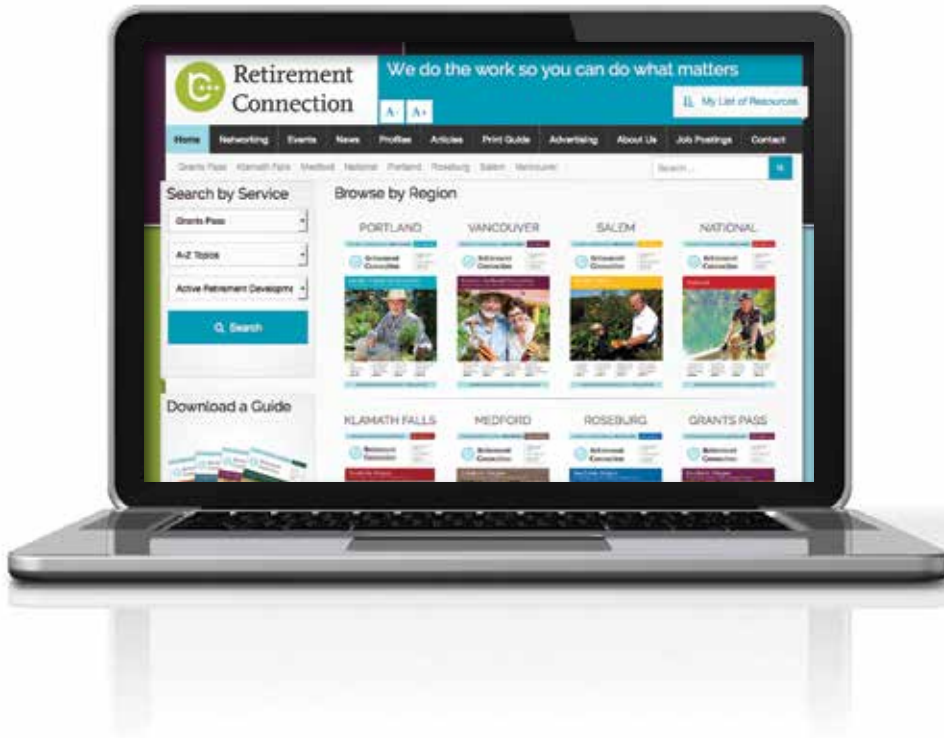
### TARGETED DEMOGRAPHICS

Our readers are 50 and older, those assisting parents and planning for themselves. Compare the readership of a publication, "Are you reaching your target market: the age, income and geographic area?" Compare shelf life "How long will your marketing dollars endure, is the publication a resource or a throw-away piece?"

### FOCUSED GEOGRAPHIC AREA

If you need to target a specific city, why waste the distribution and budget to reach those outside your service area. "Are the readers within the geographic area that you typically draw customers?" Our staff has a strong local presence and fosters connections with key referral sources.

# RetirementConnection.com: A Valuable Resource



## FOR THOSE 50 AND BETTER

The website is easy to navigate. Visitors can search by service or browse by region to access local resources, link directly to sponsors, read articles, and keep current with local event postings.

## FOR PROFESSIONALS

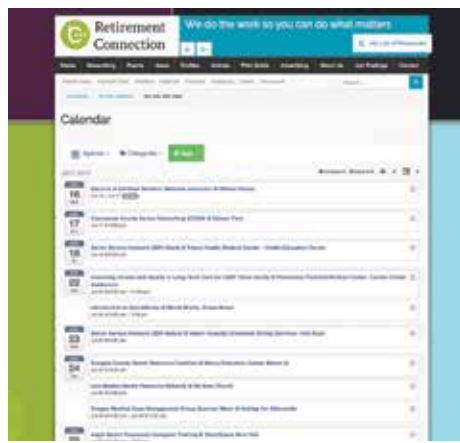
The website is a comprehensive resource to find network meetings, professional events and marketing opportunities. Professionals can also access a monthly newsletter and receive marketing and networking updates.

## SOCIAL MEDIA

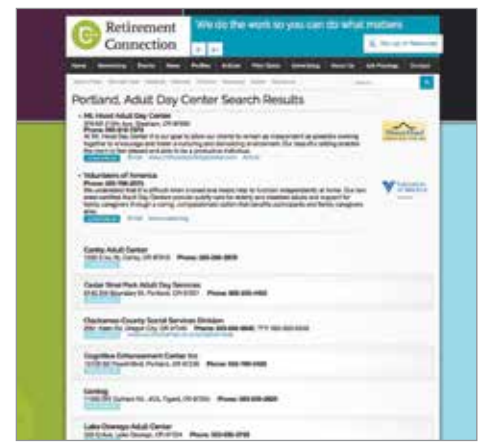
Our Facebook page and Linked-In group both highlight weekly professional events, new educational articles and links to sponsors.



**LOCAL DIRECTORIES** include resource listings, news & events, articles and business profiles.



**CALENDARS** allow easy searching of health fairs, open houses, seminars, and special events.



**ENHANCED WEB LISTINGS** include a description, logo, and email & web advertisements spotlighted in a priority position above general listings.

Find our online media kit at [www.RetirementConnection.com/mediakit](http://www.RetirementConnection.com/mediakit) or scan the QR image with your phone.

