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

Find out why.





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.

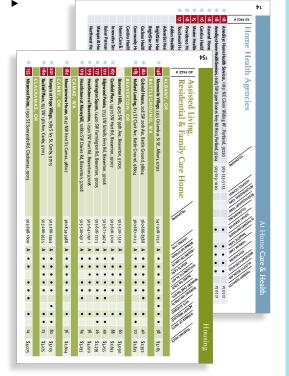
What makes us different?

- Hospital, and Asante Medical Centers. We are also the official resource for Salem Governments- Senior & Disabilities Services. and Oregon Cascades West Council of Disability, Aging & Veteran Services Association of Oregon, Washington County for many organizations, including: Alzheimer's THE PREFERRED GUIDE The "official resource"
- to hundreds of locations including hospitals, housing communities, parish nurses, expos managers, libraries, physician offices, senior senior centers, area agencies on aging, case ANNUAL DISTRIBUTION We distribute guides Puget Sound — 100k guides
- Portland/Vancouver 75k guides Mid-Willamette Valley 55k guides Southern Oregon — 50k guides
- Jackson and Klamath counties. Southern Oregon includes Douglas, Josephine, Yamhill, Linn, Benton and Lincoln counties. Mid-Willamette Valley includes Marion, Polk Multnomah, Washington and Clark counties Portland/Vancouver includes Clackamas, King, Pierce and Snohomish Counties. search and shop locally. Puget Sound includes **FOCUSED GEOGRAPHIC AREA** Consumers
- and return on investment (ROI). 97% RENEWAL RATE High satisfaction
- we are an extension of your marketing department. We know your referral sources and LOCAL REPS More than an advertisement, can help you market your business.
- designed specifically for those 50 and better. **TARGETED MARKETING** Content and features
- **DESIGN** Thoughtful color selection and is easy to carry and is a great desk reference. low-glare paper for mature eyes. Digest size
- COMPREHENSIVE 100+ topics of information. providing a one-stop resource.
- keep our guide as a valuable reference. **SHELF LIFE** Seniors and professionals
- RetirementConnection.com. job openings, promotions, and news on **INTERNET MARKETING** Post your events,



The Most Comprehensive Retirement Resource

A–Z index. CaregiverChecklist.

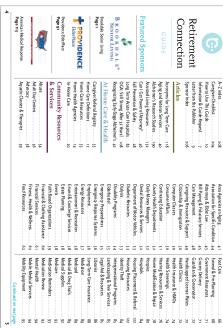


EASY-TO-READ COMPARISON GRIDS:

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

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

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



▲ CLEAR AND CONCISE SECTIONS

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

Compare the Value

A COMPLETE PACKAGE

will it cost to run the ad for a event postings, networking time ad. Compare "how much simply look at the cost of a one When comparing pricing, don' We also include web links, print, website and community year?" Our annual rate includes

TARGETED DEMOGRAPHICS

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

FOCUSED GEOGRAPHIC AREA

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

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.



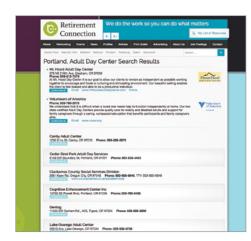
LOCAL DIRECTORIES

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 or scan the QR image with your phone.