

# PRINT RATE SHEET

## Retirement Connection Guide



### What makes us different?

**1 THE PREFERRED GUIDE** The “official resource” for many organizations, including: Alzheimer’s Association of Oregon, 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, and Asante Medical Centers.

**2 ANNUAL DISTRIBUTION** We distribute guides to hundreds of locations including hospitals, senior centers, area agencies on aging, case managers, libraries, physician offices, senior housing communities, parish nurses, expos and more.

- Puget Sound — 100k guides
- Portland/Vancouver — 75k guides
- Mid-Willamette Valley — 55k guides
- Southern Oregon — 50k guides

**3 FOCUSED GEOGRAPHIC AREA** Consumers search and shop locally. Puget Sound includes King, Pierce and Snohomish Counties. Portland/Vancouver includes Clackamas, Multnomah, Washington and Clark counties. Mid-Willamette Valley 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.

### Annual Print Rates

AD SIZE	DIMENSIONS	ANNUAL PRICE
Full Page	4.25”w x 7.75”h	\$4,500
Half Page	4.25”w x 3.75”h	\$3,000
Quarter Page	4.25”w x 1.75”h	\$1,800
Prime Position	4.25”w x 7.75”h	\$6,000
2-Page Spread	9.57”w x 7.75”h	\$7,500
Back Cover	4.25”w x 7.75”h (w/bleed)	\$7,500

- Portland/Vancouver is published in January  
Southern Oregon is published in May  
Mid-Willamette Valley is published in October  
Puget Sound is published in September and March
- One web ad which included with a 50-word description, logo, e-mail link and web link. Additional web ads are \$50/annually.
- All ads are printed in full color. Graphic charges are an additional \$100 for ad creation, and \$50 for changes to existing ads.
- Add your logo to the Table of Contents as a featured sponsor for \$1,000/annually.



### Contact:

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Retirement  
Connection

GUIDE