

PRINT RATE SHEET

Retirement Connection Guide



What makes us different?

1 THE PREFERRED GUIDE Retirement Connection is the "official resource" for many organizations, including: Alzheimer's Association of Oregon and SW Washington, Washington County Disability, Aging and Veteran Services and Oregon Cascade West Council of Governments-Senior & Disabilities Services. We are also the official resource for Salem Hospital, Legacy Medical Centers, 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 — 90k 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
Puget Sound is published in April
Southern Oregon is published in May
Mid-Willamette Valley is published in October
- One web ad is 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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