

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.

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** Retirement Connection is 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 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 — 50k guides  
 Southern Oregon — 45k 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.



# The Most Comprehensive Retirement Resource

At Home Care & Health													
Home Health Agencies													
AD PRICE #	ADVERTISER	ADDRESS	PHONE	ADVERTISING TERM	HOPE LICENSE	PT. OT, ST	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN
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										

Housing													
Assisted Living, Residential & Family Care Home													
AD PRICE #	ADVERTISER	ADDRESS	PHONE	ADVERTISING TERM	HOPE LICENSE	PT. OT, ST	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN	W/HEALTH PLAN
<b>ALBANY, OR</b>													
146	Mennonite Village	5353 Columbus St SE, Albany, 97322	541-928-7232	A								98	\$3,185
<b>BATTLEGROUND, WA</b>													
182	Colonial House	208 SW 20th Ave, Battle Ground, 98604	360-666-8588	A								40	\$2,592
183	Mallard Landing	813 SE Clark Ave, Battle Ground, 98604	360-687-0123	A								70	\$2,825
<b>BEAVERTON, OR</b>													
	Beaverton Hills	4525 SW 99th Ave, Beaverton, 97005	503-520-1350	A								60	\$3,090
167	Canfield Place	14570 SW Hart Rd, Beaverton, 97007	503-626-5100	A								88	\$2,655
172	Edgewood Pointe	7733 SW Scholls Ferry Rd, Beaverton, 97008	503-671-9474	A								49	\$3,255
177	Farmington Square	14420 SW Farmington Rd, Beaverton, 97005	503-626-2273	R								26	\$2,795
179	Hearthstone of Beaverton	12520 SW Hart Rd, Beaverton 97008	503-641-0911	A								58	\$3,220
179	Hearthstone at Murrayhill	10880 SW Davies Rd, Beaverton, 97008	503-520-0911	A								64	\$3,295
<b>CAMAS, WA</b>													
182	Mountainview House	2647 NW Kent St, Camas, 98607	360-834-3988	A								36	\$2,604
<b>CANBY, OR</b>													
201	Marquis at Hope Village	1589 S Ivy St, Canby, 97013	503-266-2444	A								80	\$3,103
180	Rackliff Place	655 SW 13th Ave, Canby, 97013	503-266-9555	A								25	\$3,275
<b>CLACKAMAS, OR</b>													
153	Miramonte Pointe	11520 SE Sunnyside Rd, Clackamas, 97015	503-698-1600	A								14	\$4,075

## 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.

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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 worth other publications?”

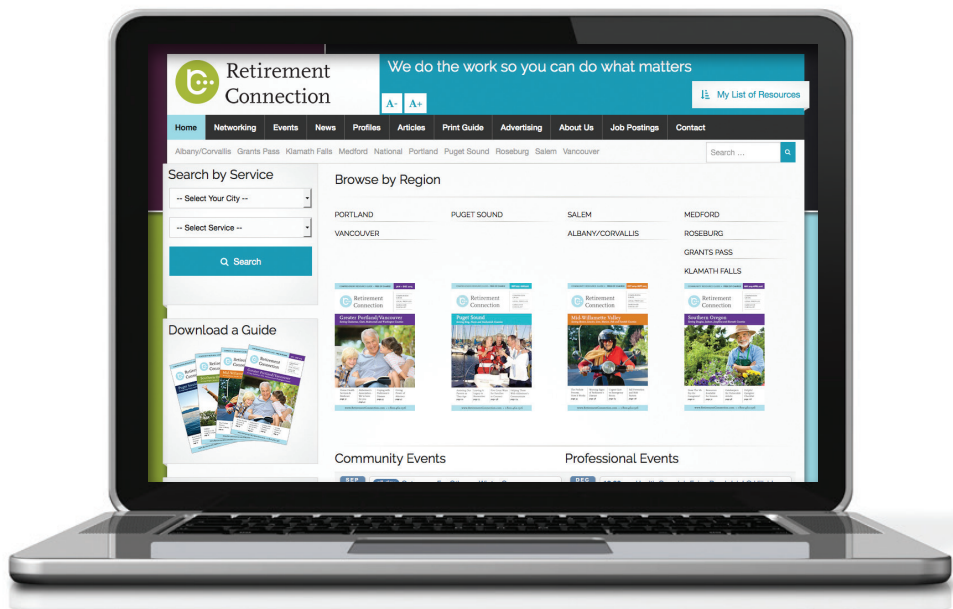
### TARGETED DEMOGRAPHICS

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

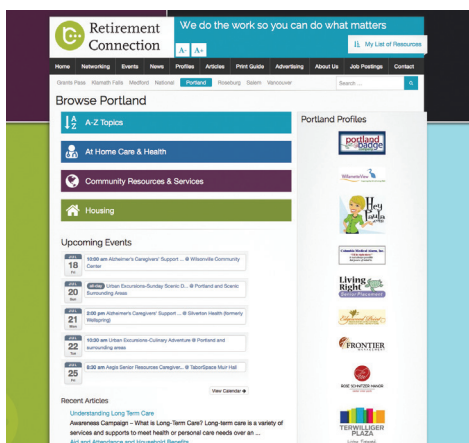
The website is easy to navigate. Visitors can search by service or browse by region to access local resources, link directly to sponsors, read articles, and keep current with local event postings.

## 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.

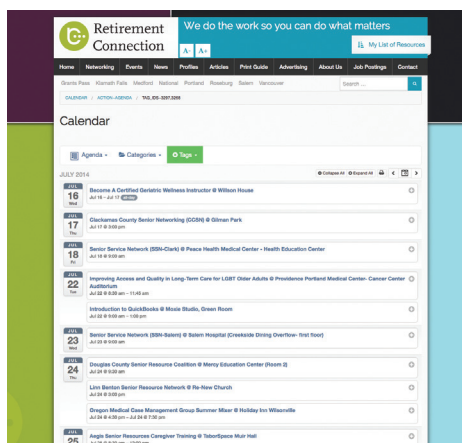
## SOCIAL MEDIA

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



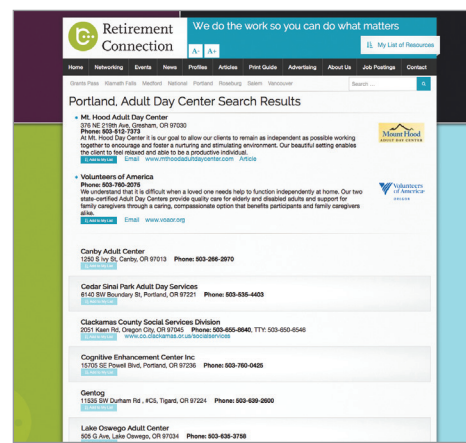
## LOCAL DIRECTORIES

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.

