

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, 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 — 65k guides
- Mid-Willamette Valley — 50 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.

Annual Print Rates

AD SIZE	DIMENSIONS	ANNUAL PRICE
Full Page	4.25"w x 7.75"h	\$5,000
Half Page	4.25"w x 3.75"h	\$3,500
Quarter Page	4.25"w x 1.75"h	\$2,500
Prime Position	4.25"w x 7.75"h	\$6,500
2-Page Spread	9.57"w x 7.75"h	\$8,000
Back Cover	4.25"w x 7.75"h (w/bleed)	\$8,000

- 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 \$150 for ad creation, and \$100 for changes to existing ads.
- Add your logo to the Table of Contents as a featured sponsor for \$1,000/annually.



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GUIDE