



Advertise with SeniorAdvocateSM and Reach Today's Active and Savvy Boomers and Seniors, 50+

- **SeniorAdvocateSM is DIRECT MAILED to nearly 30,000 income (\$100,000+) and age (65+) qualified Hampton Roads residents (covering all cities/counties in map below.)**

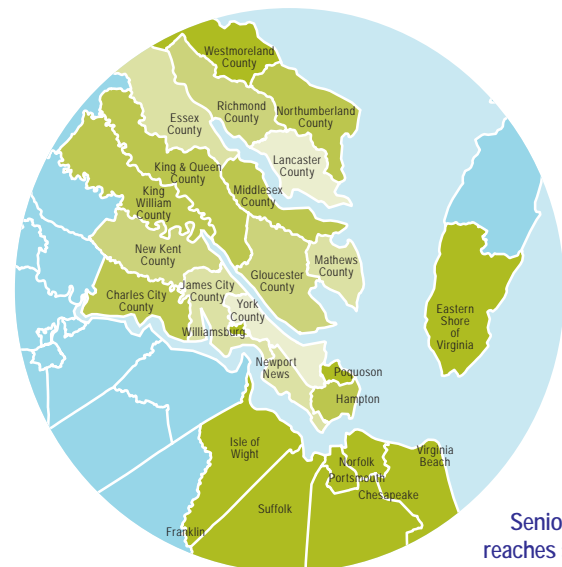
Did you know:

- Baby Boomers, born between 1946 and 1964, outspend the average consumer in nearly every category including: personal care, food away from home, household furnishings, entertainment, and gifts (US Government Consumer Expenditure Survey).
- Boomers and seniors have a net worth 3x that of younger generations (Economic Policy Institute).
- Baby boomers account for nearly \$230 billion, or 55% of consumer sales (Nielsen).
- Americans 50+ account for half of all consumer spending but are targeted by just 10% of marketing (AARP).
- **Connect with these affluent consumers with the Senior Advocate Magazine and our SeniorAdvocateOnline.com interactive website.**

The most complete listing of senior services available in Southeastern Virginia.

Why You Should Advertise with SeniorAdvocateSM:

- Estimated yearly distribution of 120,000 copies through our service partners (Southeastern Virginia of the Alzheimer's Association and Bay Aging), through the 500+ healthcare organizations listed in the Resource Guide section of the Magazine and through strategic placement at high traffic locations, including most Hampton Roads grocery stores.
- Online exposure and linkage to your website through our virtual magazine at www.SeniorAdvocateOnline.com.



SeniorAdvocateSM reaches seniors and their families in Southeastern Virginia (Hampton Roads, Eastern Shore, Middle Peninsula and Northern Neck.)

5400 Chatham Hall Drive
Virginia Beach, Virginia 23464
757-645-6364 fax: 757-467-7636
info@SeniorAdvocateOnline.com

Space Reservation and Artwork Deadlines:

Deadline for the Early Bird Special (5% off published rates with full payment) is **February 15, 2017**.
Space reservations and materials due **March 31, 2017**.

SeniorAdvocateOnline.com is the Most Complete Online Resource for Seniors and Their Families in Tidewater Virginia:

- Find services and providers by category and region.
- Check out regional events and educational opportunities.
- Read the virtual edition of SeniorAdvocateSM online.



SeniorAdvocateSM magazine advertisers also receive an online listing by service and location.

As an added bonus to advertisers, all magazine ads in the virtual edition are linked to their corresponding websites.



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Artwork Specifications and Rates

Camera-ready Artwork

Kindly submit artwork as a PDF, designed to specifications including the correct size, colors and resolution and free of font errors. Submit PDF files to artwork@SeniorAdvocateOnline.com.



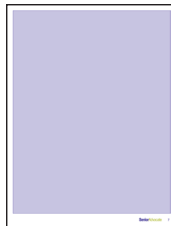
Double Truck

\$1000 mo/6 mos
Image area: 16" wide x 9.875" tall
(colored area; elements past this line will be trimmed)

Double Truck Bleed

Page size: 16.75" wide x 10.875" tall
Image area: 16" wide x 9.875" tall
(with .75" center gutter)
Bleed: 17" wide x 11.125" tall

Artwork Proofs PDFs of advertisements created by the Publisher will be emailed to advertisers for approval. Please sign and fax the proof back to us promptly.



Full Page

Back Cover: \$1500 mo/6 mos
Inside Back Cover: \$1200 mo/6 mos
Full Page: \$650 mo/6 mos
Image area: 7.625" wide x 9.875" tall
(colored area; elements past this line will be trimmed)

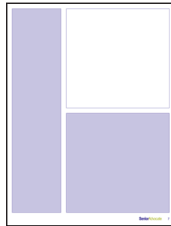
Full Page Bleed

Page size: 8.375" wide x 10.875" tall
Image area: 7.625" wide x 9.875" tall
Bleed: 8.625" wide x 11.125" tall

Resolution 300 dpi for color art. 1200 dpi for bitmap art.

Line Screen 150 lines per inch.

4-color (CMYK) For optimal color, all advertisements must be submitted in CMYK format.



Vertical Third Page

\$300 mo/6 mos
2.375" wide x 9.875" tall

Horizontal Third Page

\$300 mo/6 mos
5" wide x 4.812" tall

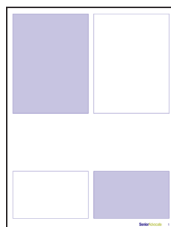


Vertical Half Page

\$400 mo/6 mos
3.687" wide x 9.875" tall

Horizontal Half Page

\$400 mo/6 mos
7.625" wide x 4.812" tall



Quarter Page

\$225 mo/6 mos
3.687" wide x 4.812" tall

Eighth Page

\$100 mo/6 mos
3.687" wide x 2.281" tall

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Advertising Order and Contract

Payment Options

- A 5% Early Bird Discount is available to advertisers who pay in full by **February 15, 2017**.
- A monthly payment option is available to advertisers who pay with a credit or debit card. **The first payment will be drafted from your account on May 1, 2017.**
- Advertisers may pay by check in two equal installments. **The first installment is due on or before May 1, 2017.** The second installment is due on or before **July 1, 2017.**

THIS ADVERTISING AGREEMENT (the "Agreement") is made between Senior Advocate, LLC ("Publisher"), 5020 Ferrell Parkway, Ste. 205-12, Virginia Beach, Virginia 23464 and the undersigned advertiser (the "Advertiser").

Advertiser's Name: _____
 Mailing Address: _____
 Physical Address: _____
 Contact's Name: _____ Title: _____
 Office Phone: _____ Fax: _____
 Email: _____ Website: _____

Free Value-Added Opportunities

All SeniorAdvocateSM magazine print advertisers will receive the following value-added opportunities through SeniorAdvocateOnline.com:

- Opportunities to promote your senior events, news and management level employment listings.
- Additional visibility and linkage directly to your home website through our virtual online SeniorAdvocateSM magazine.

____ (INITIAL) I wish to purchase the same ad in the January-June 2018 Edition to save 5% off the total rate.

ADVERTISING RATES	MONTHLY PAYMENT	TOTAL COST	SUB-TOTALS
Half Page Back Cover	\$1500 mo/6 mos	\$9000	
Inside Front Cover and First Page (Double Truck)	\$1500 mo/6 mos	\$9000	
Full Page Inside Back Cover	\$1200 mo/6 mos	\$7200	
Double Truck	\$1000 mo/6 mos	\$6000	
Full Page	\$650 mo/6 mos	\$3900	
Advertorial (Educational Full Page)	\$500 mo/6 mos	\$3000	
Half Page Vertical or Horizontal	\$400 mo/6 mos	\$2400	
Third Page Vertical or Horizontal	\$300 mo/6 mos	\$1800	
Quarter Page	\$225 mo/6 mos	\$1350	
Eighth Page	\$100 mo/6 mos	\$600	
Business Listing	N/A	\$300	
		Sub-Total	
		5% Discount for Multiple Editions (Must initial line above)	
		5% Early Bird Discount for payment in full by February 15, 2017.	

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Please provide the following information for your provider listing as it should appear in the magazine:

Provider Name: _____
Provider Website Address: _____
Provider Physical Address: _____
Provider Mailing Address: _____
Provider Phone Number: _____
Provider Services: _____
Provider Territory: _____

Creative Services

- Advertiser will create and supply artwork.
Advertiser's advertising agency or other designee will create and supply artwork.

Agency Name: _____ Contact Name: _____
Phone: _____ Email: _____

Method Of Payment

- In-Full Check Payment. Advertiser will remit payment in full by check. Payment is non-refundable. There will be a \$50.00 charge for returned checks. The Publisher reserves the right to withhold advertising pending receipt of replacement funds.
Installment Check Payment. Advertiser will remit payment in two equal installments. The first installment is due on or before May 1, 2017. The second installment is due on or before July 1, 2017. Payment is non-refundable. There will be a \$50.00 charge for returned checks. The Publisher reserves the right to withhold advertising pending receipt of replacement funds.
Automatic Monthly Payment. The Advertiser authorizes the Publisher to charge or debit the account indicated below for the total amount due each month, on the first day of the month, beginning May 1, 2017 for Senior Advocate, LLC's services. If automatic payment is stopped or cancelled, the total remaining balance under this Agreement shall be due and payable immediately and the Publisher may refuse to publish any advertising until the balance due is paid in full. If any credit or debit card transaction is not approved for any reason, such account shall be deemed delinquent. When any part of an account for advertising becomes delinquent, then the entire amount owed shall become due and payable and the Publisher may refuse to publish any advertising.

Note: A 10% penalty will be assessed on any invoice more than 15 days past due.

For payment by automatic credit card charge

Name on Card: _____ MasterCard VISA Discover
Account Number: _____ Exp. Date: _____ Security Code: _____
Billing Address: _____

Agreed (including Terms and Conditions) and accepted by:

Senior Advocate, LLC

Print Name: _____ Signature: _____
Title: _____ Date: _____

Advertiser/Assigned Agency

Print Name: _____ Signature: _____
Title: _____ Date: _____

Advertising Order and Contract

Terms And Conditions

1. The Publisher reserves the right to edit, revise, or decline to publish any listing, advertisement or other content for any reason upon notice to advertiser.
2. Neither the Publisher nor its affiliates shall have any liability whatsoever by reason of error for which they may be responsible in any advertisement beyond liability to give the advertiser or advertising agency credit for so much of the space occupied by the advertisement as is materially affected by the error.
3. The Publisher does not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
4. The advertiser and advertising agency jointly and severally assume liability for all content (including text representation, illustrations, updates and links to other internet content) of advertisements published and also assume responsibility for any claims arising therefrom made against the Publisher and its affiliates, including all reasonable costs associated with defending any such claim.
5. All positions are at the option of the Publisher. In no event will adjustments, reinstatements or refunds be made because of the position in which an advertisement has been published. Publisher will try to accommodate position requests but cannot guarantee that they will be followed. Payment of a premium position fee does not guarantee positioning. In the event the Publisher is unable to provide the requested positioning, the premium position fee will be refunded.
6. Advertiser shall be the exclusive owner of any and all right, title, and interest including copyright in any advertising generated by the Publisher, its employees or agents pursuant to this agreement, and any advertising and/or promotional materials relating thereto. Advertiser retains ownership of all advertising in the form delivered to the Publisher, and any existing trade and service marks of Advertiser.
7. The Publisher will not be responsible for errors appearing in advertisements provided by the Advertiser or its advertising agency or from a third party designated by the Advertiser or advertising agency as a source for material to be published.
8. Cancellations, corrections, changes of advertising dates and/or changes of advertising content cannot be guaranteed between the time the order is placed and the initial publication.
9. The Publisher does not assume any liability for the return of any material in any medium in connection with advertising unless a specific written request is received to hold such material for a period not exceeding seven (7) days.
10. Orders are accepted by the Publisher subject to the foregoing terms and conditions. Terms, conditions, rates or agreements not set forth herein or in then current rate schedules are not binding. Customer service representatives and sales representatives are not authorized to modify any of these terms and conditions. Any modification of these terms and conditions is effective only if set forth in a separate written agreement signed by a duly authorized representative of the Publisher and the advertiser. The Publisher is not bound by any promises or representations made by its sales representatives unless set forth in writing and signed by an officer of the Publisher and the advertiser.
11. The Publisher shall not be liable to the advertiser for any technical malfunction, computer error or loss of data or other injury, damage or disruption to advertisements or web sites or the service.
12. Advertiser shall at all times defend, indemnify and hold harmless Publisher and its officers, directors, shareholders, employees, accountants, attorneys, agents, affiliates, subsidiaries, successors, and assigns from and against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses arising out of or related to the content of Advertiser's advertisements served by the Publisher pursuant to this Agreement and/or any materials to which users can link through those advertisements.