

# Born Age

Office Use

## Senior Directories & Information Kiosks 2018 ADVERTISING CONTRACT

Business Name: \_\_\_\_\_  
 Name of Person Authorizing Ad: \_\_\_\_\_  
 Listing Address: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_  
 Company Website: \_\_\_\_\_ Listing Phone: \_\_\_\_\_

### DIRECTORY ADVERTISING {FULL COLOR}

#### We would like to place this ad size:

<input type="checkbox"/> Inside Front Cover	\$2900
<input type="checkbox"/> Back Cover	\$2700
<input type="checkbox"/> Full Page (page 3 or 5)	\$2600
<input type="checkbox"/> Inside Back Cover	\$2500
<input type="checkbox"/> Full Page	\$2300
<input type="checkbox"/> Half Page	\$1450
<input type="checkbox"/> Quarter Page	\$900
<input type="checkbox"/> Eighth Page	\$650
<input type="checkbox"/> Neighbor to Neighbor	\$450
<input type="checkbox"/> Listing Only	\$150

We are submitting a new ad.  
 Use the same ad as last year.

#### We would like to participate in the following directories (check all that apply):

Solano: Deadline August 1, 2017  
 Contra Costa: Deadline September 18, 2017  
 Napa: Deadline October 23, 2017  
 Marin/Sonoma: Deadline December 1, 2017  
 Alameda: Deadline January 30, 2018

\* 10% discount for multi-county advertisement.  
 Discount applied to second ad invoice and beyond.  
 No discount applied to ad design fees.

#### YES! We need ad design help!

Neighbor to Neighbor: \$40     1/8 page: \$50  
 1/4 page: \$100     1/2 page: \$160     Full page: \$200

### SENIOR INFORMATION KIOSKS

#### We would like to place our brochures in the following county/area:

<input type="checkbox"/> Solano	<input type="checkbox"/> 6 months @ \$70/month	<input type="checkbox"/> 12 months @ \$65/month
<input type="checkbox"/> Contra Costa	<input type="checkbox"/> 6 months @ \$60/month	<input type="checkbox"/> 12 months @ \$55/month
<input type="checkbox"/> Napa	<input type="checkbox"/> 6 months @ \$70/month	<input type="checkbox"/> 12 months @ \$65/month
<input type="checkbox"/> North Sonoma	<input type="checkbox"/> 6 months @ \$70/month	<input type="checkbox"/> 12 months @ \$65/month
<input type="checkbox"/> South Sonoma	<input type="checkbox"/> 6 months @ \$70/month	<input type="checkbox"/> 12 months @ \$65/month

**DESIRED  
KIOSK  
START  
DATE**

**▼  
MONTH:**

\* Sign up for all county/areas for 12 months for a bundle package of \$4800.

For brochure placement, mail 400 brochures per county/area to: 3205 Montclair Ave., Napa CA 94558  
 Please pick-up/drop-off my brochures for an additional \$25 charge.

Total Due: \_\_\_\_\_  Pay in Full     \*Pay Monthly: \_\_\_\_\_ Credit Card     Check  
 Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ \*additional fee of \$10/month  
 Print Name: \_\_\_\_\_ Sign: \_\_\_\_\_ Date: \_\_\_\_\_

# Born Age

## Senior Directories & Information Kiosks

P.O. Box 6863 Napa, CA 94581

(707)226-7127

BornToAge@gmail.com

### All Directory advertisements include:

- ▶ A cover photo
- ▶ Your website linked to BornToAge.com
- ▶ Home care agencies are included in our editorial comparison page.
- ▶ Free copies of our Directory for distribution to your own clients and at trade events.

### What is Born to Age?

Born to Age provides up-to-date, useful information and relevant, thought provoking articles to the senior community through locally targeted Directories and Senior Information Kiosks that help them live better lives.

### How is Born to Age distributed?

Born to Age is distributed via: public libraries, senior centers, hospital discharge planners, social workers, senior residential communities, senior events and health fairs, hospital health education centers and into the hands of children with aging parents who call us seeking advice everyday.

15,000 copies are distributed in every county we serve, all year long. This is an annual publication. All advertising charges are one-time only. Born to Age is a free resource for everyone. We are supported solely by our industry.

### What is an Information Kiosk and why would I participate in this program?

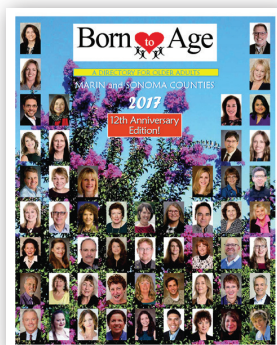
Born to Age kiosks are public displays that feature the brochures of organizations that help seniors. Placed in high traffic locations they provide brand exposure and company recognition needed to guide customers to your services in their time of need. You just send us your brochures, and we maintain them for the duration of your subscription to the program. Did you know a logo or name must be seen 7 times before people classify it as "familiar"? Let us help you get that exposure!

### Which counties do the Born to Age Directories serve?

Solano, Contra Costa, Napa, Marin, Sonoma, Alameda

### Which areas do the Born to Age Senior Information Kiosks serve?

Solano County, Contra Costa County, Napa County, North Sonoma (Santa Rosa, Sebastopol, Windsor, Healdsburg, Cloverdale), South Sonoma (Petaluma, Rohnert Park, Sonoma, Novato)



### Ad Submission Format

All submitted artwork must be:

- ▶ 300 dpi
  - ▶ cmyk color
- Formats:
- ▶ Adobe pdf, .jpg, tif, ai (all fonts and images embedded)

**NO** MS Word, Publisher or other file formats accepted.

Questions and artwork to: Barbara@zoomonby.com 707.226.7808