



Older Adult Directories & Information Kiosks

P.O. Box 59, Cotati, CA 94931

(707) 652-9966

info@borntoage.com

All Directory advertisements include:

- ▶ Your website linked from BornToAge.com homepage.
- ▶ Social Media marketing to targeted demographics.
- ▶ Periodic, direct mailings to our targeted audience promoting our advertisers.
- ▶ 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.
- ▶ Each week on a rotating basis, display advertisers will be highlighted on the BornToAge.com homepage.

What is Born to Age?

Born to Age provides up-to-date, useful information and relevant, thought provoking articles for the older adult community through locally targeted directories and 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, older adult 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?

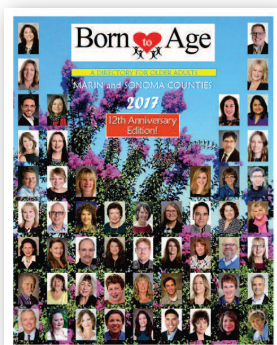
Born to Age kiosks are public displays that feature the brochures of organizations that help older adults. Placed in high traffic locations, they provide brand exposure and company recognition needed to guide customers to your services in their time of need. You just send us your brochures, and we maintain 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: submissions@borntoage.com

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:

- ___ Inside Front Cover \$3190
- ___ Back Cover \$2970
- ___ Full Page (page 3 or 5) \$2860
- ___ Inside Back Cover \$2750
- ___ Full Page \$2530
- ___ Half Page \$1595
- ___ Quarter Page \$990
- ___ Eighth Page \$715
- ___ Neighbor to Neighbor \$495
- ___ Listing Only \$165

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

- ___ 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, 2018
- ___ Contra Costa: Deadline September 17, 2018
- ___ Napa: Deadline October 22, 2018
- ___ Marin/Sonoma: Deadline November 30, 2018
- ___ Alameda: Deadline January 29, 2019

SENIOR INFORMATION KIOSKS

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

- ___ All Counties/Areas 12 Months Bundle: \$5,200
- ___ Solano ___ Contra Costa ___ Napa
- ___ N. Sonoma ___ S. Sonoma
- ___ 6 months @ \$110/month
- ___ 12 months @ \$99/month

DESIRED
KIOSK
START
DATE:

For brochure placement, mail 400 brochures per county/area to:
5975 Locust Ave, Cotati, CA 94931

- ☐ Please pick-up/drop-off my brochures for an additional \$45 charge.

YES! We need ad design help!

- ___ Neighbor to Neighbor: \$45
- ___ 1/8 page: \$55 ___ 1/4 page: \$110
- ___ 1/2 page: \$170 ___ Full page: \$210

Total Due: _____ ☐ Pay in Full ☐ *Pay Monthly: _____ Credit Card ___ Check
Credit Card # _____ Exp. _____ *additional fee of \$10/month
Billing Zip Code: _____ CVV Number: _____
Print Name: _____ Sign: _____ Date: _____

➤ 50% of advertising fee is due at signing.

The remaining balance may be paid in 6 monthly installments.
Please note that there is a fee of \$10 per month for processing.

Please fax or email completed contract to:

Fax: 707-921-7949 Email: submissions@borntoage.com

Mail checks to:

Born to Age, P.O. Box 59, Cotati, CA 94931