

Born Age

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.
- ▶ 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 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?

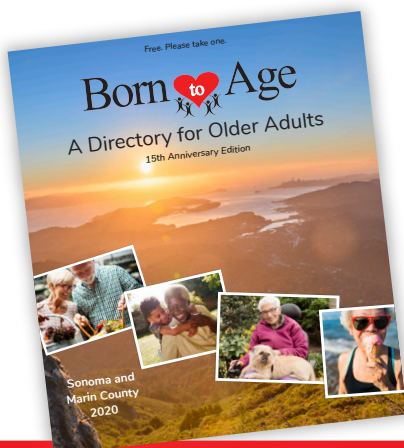
Born to Age kiosks are public displays that feature the brochures of organizations that help older adults. Placed in high traffic locations, they provide brand exposure and company recognition needed to guide customers to your services in their time of need. You just send us your brochures, and we maintain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

P.O. Box 59, Cotati, CA 94931
 P: 707.652.9966 • F: 707.921.7949
 submissions@borntoage.com

Business Name: _____
 Name of Person Authorizing Ad: _____
 Listing Address: _____
 Billing Address: _____
 Contact Email: _____ Contact Phone: _____
 Company Website: _____ Listing Phone: _____
 Categories to List Business in: _____

Note: Display ads are listed in up to three categories. Listings are displayed in one category.

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 July 20, 2020
- Contra Costa: Deadline August 24, 2020
- Napa: Deadline September 28, 2020
- Marin/Sonoma: Deadline October 26, 2020
- Alameda: Deadline November 30, 2020

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:
 P.O. Box 59, 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 *50% deposit & 6 monthly installments
 Check Credit Card (complete credit card authorization form)

Print Name: _____ Sign: _____ Date: _____

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