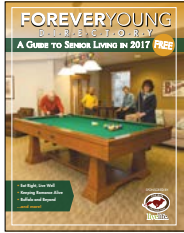


FOREVER YOUNG
SPECIAL PUBLICATIONS

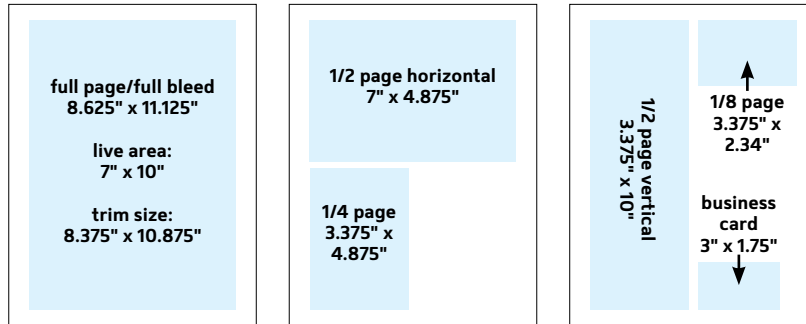
2018 Forever Young Directory



The award-winning *Forever Young* Directory is a full-color annual resource guide that helps readers locate organizations and businesses that provide services, goods, and assistance to seniors in Erie and Niagara Counties.

20,000 *Forever Young* Directories are distributed free to more than 150 businesses, retirement communities, senior centers, physicians' offices, offices of the aging, and pharmacies throughout Erie and Niagara counties in February.

DEADLINE: January 17, 2018



PREMIUM POSITIONS

Size	Rate
Front Cover	\$ 3,450
Back Cover	\$ 3,350
Inside Front Cover	\$ 2,895
Inside Back Cover	\$ 2,895

ADVERTISING SIZES AND RATES

Size	Rate
Full Page	\$ 2,295
1/2 Page H or V	\$ 1,395
1/4 Page	\$ 895
1/8 Page	\$ 495
Business Card	\$ 275

Add 15% for any other premium position

ENHANCED LISTING

Size	Rate
By Category	\$ 350

Enhanced listing includes highlighted 50 words of copy to describe your business. Listing also includes category listing(s), company name, address, city, state, zip, phone, and website. Ask your rep for details.

With the purchase of a 1/2 page or larger, receive an enhanced listing **FREE!**

ADVERTORIAL	
Ask the Expert	\$ 1,895

- All ads include a categorized listing to include name, address, city, state, zip, phone, website and a line of copy in listing to (ex): "see ad on page 12"
 - Advertiser listings will be bold and in color
- Receive 50 copies for your company distribution with purchase of a full page ad