

FOREVER YOUNG SPECIAL PUBLICATIONS

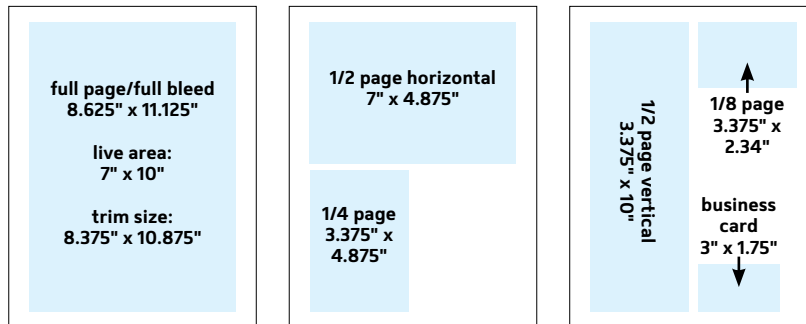
2019 *Forever Young* Directory



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 Western New York in February.

DEADLINE: January 18, 2019



PREMIUM POSITIONS

Size	Rate
Front Cover	\$ 3,675
Back Cover	\$ 3,625
Inside Front Cover	\$ 3,500
Inside Back Cover	\$ 3,500

ADVERTISING SIZES AND RATES

Size	Rate
Full Page	\$ 2,400
1/2 Page H or V	\$ 1,450
1/4 Page	\$ 750
1/8 Page	\$ 375
Business Card	\$ 250

Add 15% for any other premium position

ENHANCED LISTING

Size	Rate
By Category	\$ 375

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.

ADVERTORIAL	
Ask the Expert	\$ 1,999

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

- 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