

2017 Forever Young Directory

The *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.

The major objective of the directory is to facilitate communication between seniors interested in services available to them and the businesses and organizations that provide them.

As an advertiser who would like to capture the fifty-plus market, you won't want to miss being a part of this complete resource guide to the senior community. It is a service directory that will be kept and used all year long.

Deadline: January 27, 2017

All rates include full color.

PREMIUM POSITIONS

Size	Rate
Front Cover	\$ 3,199
Back Cover	\$ 3,215
Inside Front Cover	\$ 2,785
Inside Back Cover	\$ 2,785

• Add 15% for any other premium position

ADVERTISING SIZES AND RATES

Size	Rate
Full Page	\$ 2,135
1/2 Page Horizontal	\$ 1,495
1/2 Page Vertical	\$ 1,495
1/4 Page	\$ 1,065
1/8 Page	\$ 645
Business Card	\$ 250

ENHANCED LISTING

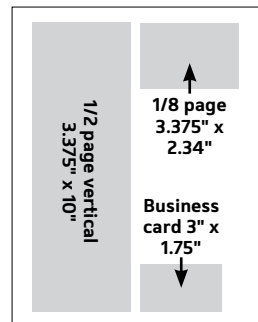
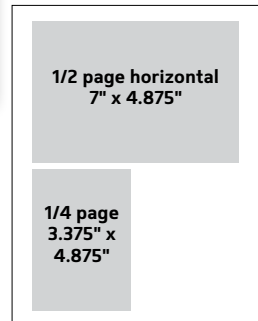
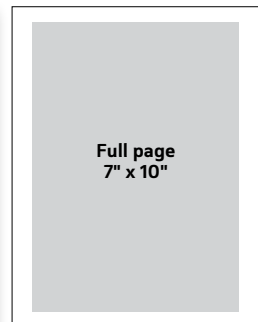
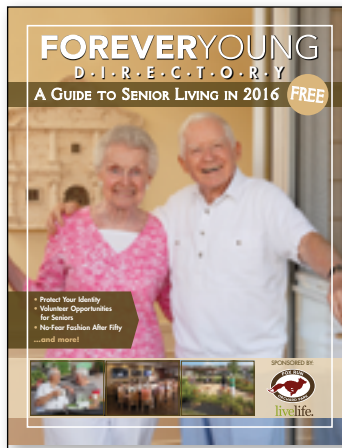
Size	Rate
By Category	\$ 325

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.

- All ads include a categorized listing to include name, address, city, state, zip, phone, fax, web, email, 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

ADVERTORIAL

Ask the Expert \$1699



Forever Young Senior Directory
www.foreveryoungwny.com

www.foreveryoungwny.com

For full web exposure on every page ask your rep for details.

Size	Dimensions	Rate p/month
Banner ad	728 x 90 pixels	\$400
Island	300 x 250 pixels	\$300
Video		\$400