

# Mature Life

## ADVERTISING INFORMATION

❖ Provides information on healthy aging and community resources for seniors, caregivers, families and others who care about the well-being of older adults.



❖ Provides direct and easy access for advertisers seeking to reach this vast consumer market.

❖ An economical way to market your business or service to this growing population.

❖ Mailed free of charge to over 16,000 seniors, families, organizations and businesses in the City of Richmond and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan.

❖ Distributed at meetings, health fairs and other community events attended by seniors and families.

### Rates

**\* Full Page**  
10" x 15" \$661

**\* 3/4 Page**  
7-1/2" x 15" or 10" x 10"  
\$496

**\* 1/2 Page**  
5" x 15" or 10" x 7 1/2"  
\$331

**1/4 Page**  
5" x 7-1/2" \$165

**1/6 Page**  
5" x 5" \$110

**1/10 Page**  
5" x 3" \$66

### **\*20% Discount Offer!**

Place an order for four (4) consecutive runs of a Same-Size Advertisement to Receive this Discount on the Total Cost of your Order!

**Next Deadline:**  
**FRIDAY,**  
**OCTOBER 15, 2010**

To place an advertisement or for more information, please contact

**Hannah Robinson**  
804-343-3046  
[hrobinson@youraaa.org](mailto:hrobinson@youraaa.org)

### Guidelines

1. Advertisements acceptable for publication in *Mature Life* include businesses offering goods or services of interest or benefit to seniors. **We cannot accept INSURANCE ads.**



2. Advertisements will be accepted from any qualified advertiser regardless of ads from competing businesses or services.

3. Senior Connections, The Capital Area Agency on Aging reserves the right to refuse advertising if it is determined that the ad does not meet Agency guidelines. Questionable or distasteful advertisements will be rejected.

4. The following disclaimer, "The publication of products and services for profit in *Mature Life* does not constitute an endorsement by Senior Connections, The Capital Area Agency on Aging but is intended for informational purposes only," is published in every issue.

### Ad Copy

❖ Email original copy/artwork to [hrobinson@youraaa.org](mailto:hrobinson@youraaa.org) or mail to: **Senior Connections, /Mature Life, 24 E. Cary St., Richmond, VA 23219.**

❖ Custom ad layout is provided free of charge. Submit text and graphics to the email or postal addresses above.

### Payment

❖ After an order is placed, an invoice will be mailed to the client. Payment must be made by the due date on the invoice and paid in full in advance of publication.

❖ Payments are accepted by check or cash. On checks, write "ML Ad" on the memo line. Mail checks to above address.



**Senior Connections**  
The Capital Area Agency on Aging

*Resources for Aging Well*  
Since 1973