

## The Magazine for Professionals Promoting Positive Aging

*Aging Well* is an exciting quarterly publication for professionals in the field of aging, including professional geriatric care managers, nurses and nurse practitioners, physicians and physician assistants, social workers, counselors, psychologists, and administrators, who share a passion for working with adults in the second half of life. *Aging Well* takes a multi-faceted approach to exploring the physical, social, psychological, financial, and legal challenges and opportunities in the lives of aging clients.

Older adults comprise the fastest growing demographic in the country, and the multidisciplinary cadre of professionals who work with them continues to grow as well. In a single publication, *Aging Well* addresses a broad range of issues aging clients face, as well as professional issues involved in working with this expanding segment of the population. *Aging Well* magazine and its Web site—[www.AgingWellmag.com](http://www.AgingWellmag.com)—offer all the tools necessary to reach healthcare professionals who prescribe and recommend products and services essential to positive aging. In addition to print advertising, *Aging Well* offers targeted Web site banner advertising, monthly e-newsletter sponsorships, e-mail blasts, list rentals, and direct mail—all targeted to your audience for a successful campaign.

Circulation: 25,000  
Readership: 70,000

*Aging Well* reaches professionals in the following fields:

- Geriatric Medicine
- Nursing
- Social Work
- Care Management
- Nutrition/Dietetics
- Psychology
- Counseling
- Administration
- Physical Therapy
- Occupational Therapy



**2010 EDITORIAL CALENDAR**

**ADVERTISING SPACE DEADLINES**

ISSUE	CONTENT	FEATURED DEPARTMENTS	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
<b>Winter</b>	Oral/Dental Health	Medication Monitor	American Medical Directors Association ( <b>AMDA</b> )  National Council on Aging ( <b>NCOA</b> )/American Society on Aging ( <b>ASA</b> )  National Association of Professional Geriatric Care Managers ( <b>NAPGCM</b> )	Jan. 4	Jan. 28
	Brain Fitness	Eye on Nutrition			
	Influenza and Older Adults	Financial Forum			
	<b>Product Showcase</b>				
<b>Spring</b>	Hearing Disorders	Health Matters	American Geriatrics Society ( <b>AGS</b> )  American Association of Diabetes Education ( <b>AADE</b> )	April 5	April 29
	Diabetes	Financial Forum			
	Heart Health	Eye on Nutrition			
	<b>2010 Buyers' Guide</b>				
<b>Summer</b>	Eye Disorders	Eye on Nutrition	American Dietetic Association ( <b>ADA</b> ) Food & Nutrition Conference & Expo ( <b>FNCE</b> )	July 12	Aug. 5
	Alzheimer's Disease	Medication Monitor			
	Decubitus Prevention and Treatment	Health Matters			
	<b>Annual Education Guide</b>				
<b>Fall</b>	Multimorbidity in Older Adults	Medication Monitor	The Gerontological Society of America ( <b>GSA</b> )	Oct. 11	Nov. 4
	Complementary & Alternative Therapies	Health Matters			
	Incontinence	Financial Forum			

*Aging Well's* departments also include Care Management Casebook, Elder Law Edge, Partners in Life Planning, and Vintage Voices.

Content and bonus distributions are subject to change without notification.

Please note that there will be bonus distributions at many state and regional conferences not listed on this calendar.



**PRODUCT/MARKETPLACE (BLACK AND WHITE)**

Frequency rates are based on total insertions placed within 12 months of first ad. See display advertising material specifications section for material specs.

SIZE	OPEN	3X	6X	9X	12X	18x
<b>Full Page</b>	\$4,110	\$3,920	\$3,730	\$3,595	\$3,410	\$3,225
<b>1/2 Page Vert</b>	\$2,385	\$2,300	\$2,210	\$2,165	\$2,075	\$1,975
<b>1/2 Page Horiz</b>	\$2,240	\$2,140	\$2,065	\$2,010	\$1,925	\$1,850
<b>1/3 Page</b>	\$1,895	\$1,825	\$1,775	\$1,680	\$1,610	\$1,545
<b>1/4 Page</b>	\$1,410	\$1,335	\$1,310	\$1,275	\$1,250	\$1,195
<b>1/6 Page*</b>	\$990	\$960	\$930	\$905	\$890	\$870
<b>1/9 Page*</b>	\$680	\$670	\$645	\$625	\$615	\$595
<b>1/12 Page*</b>	\$505	\$490	\$485	\$480	\$475	\$460

\* 1/6, 1/9, and 1/12 page display ads are placed in the *Aging Well* "Marketplace" section. Agency commission not applicable to Marketplace rates.

**PREMIUM PLACEMENT**

Back cover: +30%  
 Inside front cover: +25%  
 Page three: +25%  
 Inside back cover: +20%  
 Opposite table of contents: +20%  
 Opposite masthead: +15%  
 Franchise or other preferred positions: +10%  
 (No cancellations permitted with premium positions.)  
 (Additional premiums may apply to conference issues.)

**DISPLAY AD COLOR CHARGES**

Matched 2<sup>nd</sup> color: ADD \$695  
 4-color process: ADD \$1,175

**MARKETPLACE AD COLOR CHARGES**

Matched 2<sup>nd</sup> color: ADD \$325  
 4-color process: ADD \$475

**INSERTS, POLYBAGS, OR SPECIAL REQUESTS**

Contact your account executive for details.

For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.

**PRODUCT PREVIEW: \$995**

Showcase your product or service in a news release format. Supply a 4" x 5" photo at 300 dpi in TIFF or JPEG format along with 70 words of copy.

**PRINT BANNER: \$1,255**

Run of book, 7" x 1.125"

**BUYERS' GUIDE LISTINGS: \$695**

Contact your account executive for details. Agency commission not applicable to Buyers' Guide listings.

**DATEBOOK**

1 insertion: \$250; 2 insertions: \$225 each;  
 3 or more: \$200 each

**DISPLAY SPACE DEADLINE:** See the editorial calendar for deadlines. **ART DEADLINE:** Call your account executive for specific dates.

**RECRUITMENT RATES**

Rates include: 4-color process and exposure on AlliedHealthCareers.com!

SIZE	PRICE	SIZE	PRICE
1/18 .....	\$560	1/3 .....	\$2,945
1/12 .....	\$835	4/9 .....	\$3,985
1/9 .....	\$1,145	1/2 .....	\$4,825
1/8 .....	\$1,310	5/9 .....	\$5,605
1/6 .....	\$1,505	2/3 .....	\$5,930
2/9 .....	\$1,995	5/6 .....	\$8,690
5/18 .....	\$2,395	Full Page.....	\$9,485

**BLIND BOX ADS:** ADD \$25 per run

**RECRUITMENT DEADLINE:** Thursday prior to issue date, 6 PM ET.  
 See editorial calendar for specific dates.

SEE RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS SECTION FOR MATERIAL REQUIREMENTS.

**ADVERTISING AGENCY DISCOUNT RATES**

Discounts available for both display and recruitment advertising.

Recognized advertising agencies receive a discount of 15% gross billing with written documentation and paid within 30 days. Great Valley Publishing Company shall have the right to hold the advertiser and/or agency jointly and separately liable for such monies as are due and payable to Great Valley Publishing Company for advertising that the advertiser and/or agent ordered.

**LIST RENTALS**

Various options are available. Call your sales representative for more information.

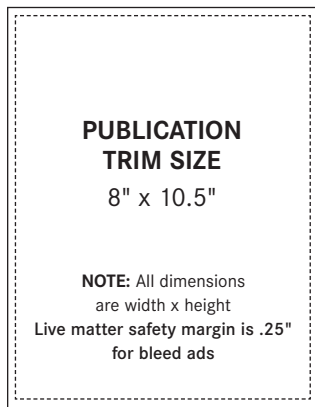
**CONTACT YOUR SALES REPRESENTATIVE**

**PHONE: 800-278-4400/610-948-9500**  
**FAX: 610-948-4202**  
**E-MAIL: SALES@GVPUB.COM**

# DISPLAY ADVERTISING MATERIAL SPECIFICATIONS

## DEADLINES

Space and material deadlines for each issue can be found on the editorial calendar page. For more information, please call your account executive.



<b>FULL PAGE Bleed</b> 8.5 x 11	<b>FULL PAGE Border</b> 7 x 9.5	<b>1/2 PAGE Horizontal</b> 7 x 4.237	<b>1/2 PAGE Bleed</b> 8.5 x 5.25	<b>1/2 PAGE Vertical</b> 3.415 x 8.669	<b>Print Banner</b> 7 x 1.125
<b>1/3 PAGE Vertical</b> 2.22 x 8.669	<b>1/4 PAGE Vertical</b> 3.415 x 4.237	<b>1/6 PAGE* Vertical</b> 2.22 x 4.237	<b>1/9 PAGE* Vertical</b> 2.22 x 2.777	<b>1/12 PAGE* Square</b> 2.22 x 2.22	

\*Product ads this size are placed in the "Marketplace" section of our publications.

## MATERIAL SPECIFICATIONS

- **PDF/X-1a** file is preferred. Send to **AWads@gvpub.com** and specify in which issue the ad is to be placed.
- Display pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.
- Supplied artwork should be accompanied by a SWOP Certified Proof. Details available at [www.swop.org](http://www.swop.org).

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS3, Photoshop CS3 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **RGB color and JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

## PRODUCTION SERVICES

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

## TERMS

**Net Cash 30 days.** A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

## INSTRUCTIONS TO ADVERTISERS

Artwork can be submitted via e-mail or sent on a CD to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475. To place an ad, call 800-278-4400/610-948-9500, send a fax to 610-948-4202, or send an e-mail to [sales@gvpub.com](mailto:sales@gvpub.com).

FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.

Contract advertisers: If the advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at the full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

## ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher.

# AGING WELL DIGITAL ADVERTISING

2010 Online Ad Rates	1x	3x	6x	9x	12x
<b>Homepage - Run of Site</b>					
Leaderboard (728 x 90 pixels)	\$1,720	\$1,685	\$1,655	\$1,615	\$1,575
Large Square Banner (240 x 240 pixels)	\$1,465	\$1,440	\$1,415	\$1,375	\$1,340
Half Banner - Top Position (240 x 60 pixels)	\$785	\$765	\$740	\$725	\$695
Half Banner - Middle Position (240 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
Half Banner - Bottom Position (240 x 60 pixels)	\$395	\$385	\$375	\$365	\$355
Horizontal Button - Middle (240 x 120 pixels)	\$1,015	\$995	\$980	\$950	\$920
Horizontal Button - Bottom (240 x 120 pixels)	\$675	\$660	\$650	\$635	\$615
Skyscraper (120 x 480 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Vertical Banners (120 x 240 pixels)	\$990	\$970	\$950	\$930	\$905
Square Button (128 x 128 pixels)	\$680	\$665	\$650	\$635	\$620
<b>Home Page Only</b>					
Full Banner - Top Position (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
Full Banner - Middle Position (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Full Banner - Bottom Position (468 x 60 pixels)	\$595	\$580	\$570	\$560	\$540
<b>Topic Index</b>					
Top Sponsor Only (468 x 60 pixels)	\$1,125	\$1,100	\$1,080	\$1,055	\$1,025
<b>Article Page</b>					
Top Sponsor Only (468 x 60 pixels)	\$560	\$545	\$535	\$525	\$505
<b>e-Newsletter Rates</b>					
Full banner - Top Sponsor (468 x 60 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Full Banner - Middle Sponsor (468 x 60 pixels)	\$1,325	\$1,295	\$1,265	\$1,235	\$1,205
Full Banner - Bottom Sponsor (468 x 60 pixels)	\$825	\$810	\$795	\$775	\$750
Half Banner - Within Content (234 x 60 pixels)	\$935	\$905	\$895	\$875	\$855
Square Banner (240 x 240 pixels)	\$1,650	\$1,610	\$1,575	\$1,535	\$1,500
Skyscraper (120 x 480 pixels)	\$1,815	\$1,790	\$1,765	\$1,720	\$1,670
Vertical Banner (120 x 240 pixels)	\$1,375	\$1,345	\$1,315	\$1,285	\$1,260
Vertical Button (120 x 120 pixels)	\$825	\$810	\$795	\$775	\$750

## DIGITAL MEDIA SPECIFICATIONS

### Website Banners

Accepted formats: .jpg, .gif (animated or not),  
Flash .swf, custom script adds.  
(Note: Files without extensions will not be accepted.)

### e-Newsletter Banners

Accepted formats: .jpg, .gif (animated or not).  
(Note: Flash, custom scripts, and files without extensions  
will not be accepted.)

### E-Mail Marketing Specifications

- Images in .jpeg, .gif, .tif, .eps, .ai, or .psd formats ONLY.
- Text sent in a Microsoft Word Document.
- Embed all graphics or include with HTML document.
- HTML file size should not exceed 150 kb and be within 650 to 750 pixels wide.
- No "image-only designs." Use HTML to create design, 40/60 image to text ratio.
- No CSS (Cascading Style Sheets).
- No MS Word HTML. Flash, JavaScript, or any other action script will not render.

# AGING WELL DIGITAL ADVERTISING

## WEBSITE BANNER POSITIONS

**Leaderboard**  
(Run of site)

**Full Banner, Top Position**  
(Home page only)

**Large Square**  
(Run of site)

**Half Banner**  
(Run of site)

**Skyscraper**  
(Run of site)

**Full Banner, Middle Position**  
(Home page only)

## Topic Index Sponsorships

## Article Page Sponsorships

## e-NEWSLETTER BANNER POSITIONS

**Full Banner, Top Sponsor**

**Square Banner**

**Half Banner, Within Content**

**Full Banner, Middle Sponsor**

## DIGITAL ADVERTISING PACKAGES

**A Banner, a Button & a Blast – Premium Package**

- Run-of-site skyscraper banner on magazine’s website
- Full banner, middle sponsor in our e-newsletter
- HTML e-mail blast to 6K professionals guaranteed

**PACKAGE PRICE: \$3,995**

**A Banner, a Button & a Blast – Standard Package**

- Run-of-site square button on magazine’s website
- Half banner within content in our e-newsletter
- HTML e-mail blast to list of 6K professionals guaranteed

**PACKAGE PRICE: \$3,150**

**Article Page Package**

- 4 different article sponsorships in one month

**PACKAGE PRICE: \$1,680**

**Content/Article Package**





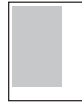
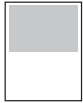
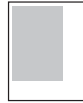


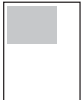
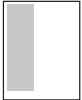

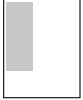
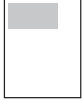

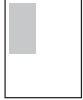



- Content page sponsorship, plus 5 article sponsorships for one month

**PACKAGE PRICE: \$2,805**

# RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS

**DEADLINES**

All ads must be received no later than 3 PM ET on the Friday preceding the Monday issue date. See the editorial calendar page for deadline dates. The standard column width is 2.292", making ads easier to read. Ads are grouped geographically by region, making them easier to find.

FULL PAGE 7.125 x 9.75	5/6 PAGE 7.125 x 8.094	2/3 PAGE Horizontal 7.125 x 6.438	2/3 PAGE Vertical 4.708 x 9.75	5/9 PAGE 4.708 x 8.094	1/2 PAGE 7.125 x 4.78	4/9 PAGE 4.708 x 6.444	1/3 PAGE Horizontal 4.708 x 4.78	1/3 PAGE Vertical 2.292 x 9.75	
									
5/18 PAGE Horizontal 4.708 x 3.948	5/18 PAGE Vertical 2.292 x 8.094	2/9 PAGE Horizontal 4.708 x 3.125	2/9 PAGE Vertical 2.292 x 6.444	1/6 PAGE Horizontal 4.708 x 2.292	1/6 PAGE Vertical 2.292 x 4.78	1/8 PAGE 2.292 x 3.948	1/9 PAGE 2.292 x 3.125	1/12 PAGE 2.292 x 2.292	1/18 PAGE 2.292 x 1.469
									

**MATERIAL SPECIFICATIONS**

- PDF/X-1a file is preferred. Send to [AWads@gvpub.com](mailto:AWads@gvpub.com) and specify in which issue the ad is to be placed.
- Recruitment pages print on uncoated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS3, Photoshop CS3 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **RGB color and JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., MUST be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

**PRODUCTION SERVICES**

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

**TERMS**

**Net Cash 30 days.** A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

**INSTRUCTIONS TO ADVERTISERS**

Ads can be submitted via e-mail, fax, mail, or phone. Our account executives are knowledgeable in professional terminology and can be of assistance to advertisers in the preparation of ad copy. To place an ad, call 800-278-4400/610-948-9500, fax 610-948-4202, send an e-mail to [sales@gvpub.com](mailto:sales@gvpub.com), or deliver to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475

**ALTERATIONS AND CANCELLATIONS**

There is no charge for cancellations of ads if cancellation occurs within two hours of placement. A charge of \$25 will apply to later cancellations. **NO CHANGES OR CANCELLATIONS WILL BE ACCEPTED ON DEADLINE DAY. FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.**

Contract advertisers: If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

**ERRORS**

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher.