

Mature Life

The Newsletter of Senior Connections, The Capital Area Agency on Aging



Advertise in Mature Life!

Here's an economical opportunity to market your business or service to seniors and their families!

- **Mature Life** offers direct and easy access to older adults, caregivers and others concerned about their well-being.
- **Mature Life's** focus is providing information and services that assist older adults to live healthy and secure in their communities. **Mature Life** covers programs and services offered by Senior Connections as well as other community resources that can enhance the quality of life for older adults.
- **Mature Life** is mailed to more than 15,000 individuals, businesses, community organizations, civic groups and the faith community. 2,000 copies are distributed at health fairs and other activities frequented by older adults and their families.
- Online access to current issues at our website:
www.seniorconnections-va.org

Guidelines

1. Ads accepted for publication in *Mature Life* include businesses offering goods or services of interest and/or of benefit to seniors. We cannot publish ads from insurance companies based on USPS regulations.
2. Ads are accepted from all qualified advertisers regardless of other ads published from competing businesses or services.
3. Senior Connections, The Capital Area Agency on Aging reserves the right to refuse advertising deemed inappropriate and/or do not meet Agency guidelines.
4. The disclaimer, "The publication of products and services for profit in *Mature Life* does not constitute endorsement by Senior Connections, The Capital Area Agency on Aging but are intended for informational purposes only," is published in every issue.

Ad Copy and Payment

Please submit your original artwork as a pdf or jpeg and send to:

Hannah Robinson, Mature Life Editor
hrobinson@youraaa.org

Space will be reserved and an Invoice will be mailed. Payment must be made in full and by the due date on the Invoice. Checks are accepted. Please write "ML Ad" on the memo line of your check and mail to Senior Connections. Thank you for your support.

Sizes and Rates

Full Page (Portrait or Landscape)

10" wide x 12" high

B&W Only \$575.00

Half Page (Portrait)

5" wide by 12" high

B&W Only \$287.50

Half Page (Landscape)

10" wide by 6" high

Color \$337.50; B&W \$287.50

Quarter Page (Portrait)

5" wide by 6" high

Color \$193.75; B&W \$143.75

Eighth Page (Portrait)

5" wide by 3" high

Color \$121.88; B&W \$71.88

20% DISCOUNT OFFER!

Applies to Full, Half, and Quarter Page Advertisements Only!

Order the same-size advertisement for **three (3) consecutive issues** and receive a **20% discount on the TOTAL COST of your order!**

PLEASE NOTE:

Full Payment is due **PRIOR TO** the **FIRST RUN** of the ad.

For more info: (804) 343-3046;
hrobinson@youraaa.org

Senior Connections
The Capital Area Agency on Aging
The Resource for Aging Well

24 East Cary Street
Richmond, VA 23219

(804) 343-3000 Fax: (804) 649-2258

01/01/18