

# Why it pays to advertise in the Living Well magazine

1. *Living Well* magazine reaches **over 51,000 readers** quarterly. Nearly 15,000 receive it through U.S. Mail; the remainder receive it electronically. It is also available at many local medical practices.
2. Advertising in *Living Well* is a **very cost-effective** way to reach the 60 and over demographic. This group is projected to experience tremendous growth over the next twenty years as the Boomer generation retires.
3. *Living Well* reaches over 60 percent of people age 60 and over in the Aging Partners eight-county area. It is a respected resource for objective information on the many challenges and opportunities of aging.
4. Aging Partners directly serves seniors and their caregivers in Butler, Fillmore, Lancaster, Polk, Saline, Saunders, Seward and York counties in Nebraska. *Living Well* is available at all the senior centers in the area.
5. Aging Partners has been a trusted resource since 1971. We know the needs of older adults and are connected to many human service organizations. We are the source for unbiased information on aging.
6. *Living Well* can be accessed world-wide from the Aging Partners homepage ([aging.lincoln.ne.gov](http://aging.lincoln.ne.gov)). Just click on the *Living Well* graphic where you will find current and past issues.
7. In the on-line version of *Living Well*, all ads are hyperlinked to the advertiser's website, (as long as the ad contains a web address).
8. Aging Partners is part of the national Area Agencies on Aging (AAAs) network. In Nebraska, Aging Partners is one of eight. *Living Well* is available to all AAAs in Nebraska.

The *Living Well* page averages 12,000 unique viewers each month and is growing.



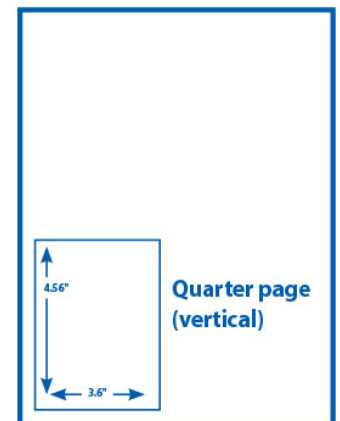
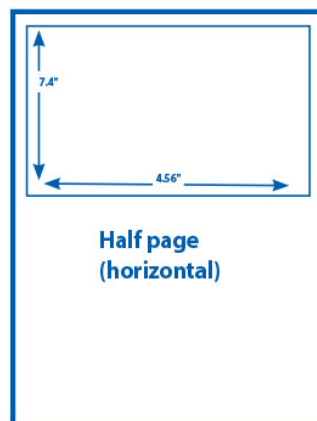
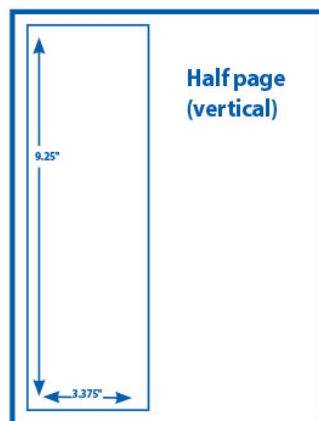
## Questions? Please call anytime.

**Advertising:** David Norris, Editor / (402) 441-6156  
[dnorris@lincoln.ne.gov](mailto:dnorris@lincoln.ne.gov)

**Accounts Payable / Mailing List:** Deb Elrod / (402) 441-6146  
[aging.lincoln.ne.gov](http://aging.lincoln.ne.gov)

**Submissions:** Acceptable formats are PDF, JPG or EPS (fonts embedded). Ads are due by the 15th of February, May, August and November. For free ad setup, please call David Norris at (402) 441-6156. Send camera ready ad to: [dnorris@lincoln.ne.gov](mailto:dnorris@lincoln.ne.gov)

## AD DIMENSIONS





# Living Well Advertising Contract

Choose from two payment options. Please note: A signed annual contract offers significant savings and a consistent presence to readers. *Guaranteed placement is available on a first-come/first-served basis for contracts paid annually only.\**

## Annual Contract Rates:

Choose to pay quarterly, semi-annually or annually.

**Full Page** (Inside pages only, cover ads sold separately)

- \$915 Quarterly
- \$1,765 Semi Annual
- \$3,355 Annual       \$4,195\* Reserved Space

**Half Page**

- \$499 Quarterly
- \$940 Semi Annual
- \$1,785 Annual       \$2,230\* Reserved Space

**Quarter Page**

- \$265 Quarterly
- \$499 Semi Annual
- \$945 Annual       \$1,180\* Reserved Space

## Single Issue Rates:

- Full Page:**       \$950
- Half Page:**     \$605
- Quarter Page:**  \$325

## Ad Sizes:

- Full Page:**      7.25" x 9.25"
- Half Page:**     7.4" x 4.56"  
3.375" x 9.25"
- Quarter Page:** 3.6" x 4.56"

**Business:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **\*Space Requested** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

When you provide a check as payment, you authorize us to use either the information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day you make your payment, and you will not receive your check back from your financial institution.



**Mail to: Living Well Magazine, Aging Partners, 1005 "O" Street,  
Lincoln, NE 68508-3628, email [dnorris@lincoln.ne.gov](mailto:dnorris@lincoln.ne.gov),  
or FAX to: (402) 441-7160**