



One-year *Living Well* Cover page Advertising Contract

8.25" x 10.25" – ad size + bleed
Keep text within 7.25" x 9.25"

NOTE: Credit card option available for annual payment contracts!

Ad deadlines: For layout design of your ad or to submit your camera ready ad:

- ▶ November 15 for Jan. / Feb. / March issue
- ▶ May 15 for July / Aug. / Sept. issue
- ▶ February 15 for April / May / June issue
- ▶ August 15 for Oct. / Nov. / Dec. issue

Submissions: Acceptable formats are PDF, JPEG or EPS (fonts embedded), at 300 dpi resolution. Free ad layout is available. Contact David Norris at 402-441-6156 or dnorris@lincoln.ne.gov, to submit your camera-ready artwork or to request the layout and design of your ad. You may submit a new ad for every issue or keep the same one for each issue. You may have a full-page ad or divide it into two half-page ads or four quarter-page ads.

Questions? Please call anytime.

Advertising: David Norris, Editor / (402) 441-6156

Accounts Payable / Mailing List: Deb Elrod / (402) 441-6146

Please check your payment option:

- Quarterly at \$1,575
- Semi-annually at \$3,100
- One payment of \$6,000

Mail payment by check only to:

Living Well
Aging Partners
600 S. 70th St., Bldg. 2
Lincoln, NE 68510-2451

- Check here if you need a W-9
- Check here if you would like to pay by credit card
(Staff will contact you for credit card information)



Contract Duration: _____
(to be completed by *Living Well* staff)

Organization: _____

Contact Person: _____

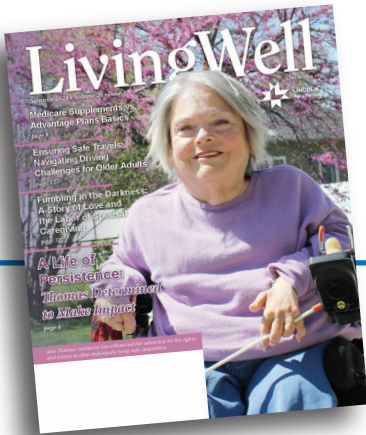
Mailing Address: _____

Phone: _____ **Cell:** _____ **Fax:** _____

E-mail: _____

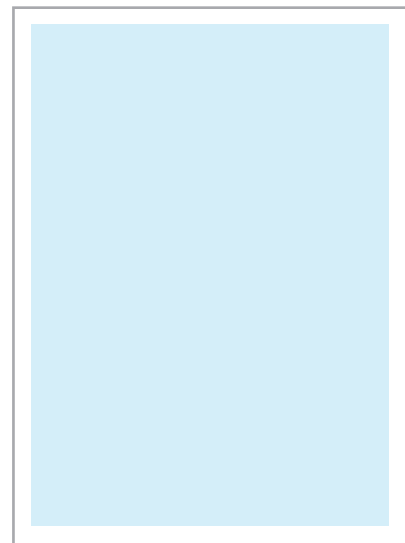
Signature: _____ **Date:** _____

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 When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day you make your payment, and you will not receive your check back from your financial institution.



Why it pays to advertise in the *Living Well* magazine

1. *Living Well* magazine reaches **over 51,000 readers** quarterly. Over 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). Just click on the *Living Well* graphic where you will find current and past issues. The *Living Well* page averages 12,000 unique viewers each month and is growing.
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.



Full Page
8.25" x 10.25" + bleed

Living Well
Aging Partners
600 S. 70th St., Bldg. 2
Lincoln, NE 68510
Fax: (402) 441-6131



LINCOLN
Aging Partners