News and Insight for Professionals in Elder Care

*Today's Geriatric Medicine* provides advertisers with a unique opportunity to connect with an expanding audience of geriatrics professionals and care team members that includes geriatricians, primary care physicians, nurse practitioners, physician assistants, dietitians, social workers, and occupational/physical therapists. These elder care professionals are ideally positioned to recommend medications, technological innovations, assistive devices, durable medical equipment, and nutrition-related products that are essential to the safety and healthful daily routines of their patients.

With each print issue comes double exposure through our digital companion posted on our website at www.TodaysGeriatricMedicine.com. This interactive platform extends advertising reach with a continued presence in our digital archive and provides the ability to highlight your product, service, program, or medication through enhanced features, such as live links to online product information and company social media platforms.

In addition to our bimonthly trade publication, *Today's Geriatric Medicine* offers advertising opportunities on our website, in our monthly e-Newsletter, and in the annual Spring and Fall Product & Service Showcases as well as opportunities for list rentals and custom e-blasts.

Our multichannel platform enables you to reach your marketing and branding goals with maximum visibility in both the print and digital markets. *Today's Geriatric Medicine* is an effective vehicle for recruiters to reach geriatrics care team professionals through print advertising and online job postings on our popular job boards, AlliedHealthCareers.com and the Physician Recruitment Center.
<table>
<thead>
<tr>
<th><strong>Features</strong></th>
<th><strong>January/February</strong></th>
<th><strong>March/April</strong></th>
<th><strong>May/June</strong></th>
<th><strong>July/August</strong></th>
<th><strong>September/October</strong></th>
<th><strong>November/December</strong></th>
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<tbody>
<tr>
<td></td>
<td>Fall Prevention</td>
<td>Brain Fitness</td>
<td>Dementia</td>
<td>Diabetes Nutrition</td>
<td>Fitness</td>
<td>End-of-Life Care</td>
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<tr>
<td></td>
<td>Mental Health</td>
<td>Team-Based Geriatric Care</td>
<td>Podiatry/Foot Conditions</td>
<td>Caregiver Support</td>
<td>Telemedicine for Elders</td>
<td>Neurological Disease</td>
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<td></td>
<td>Assessing Medication Adherence</td>
<td>Osteoporosis/Bone Health</td>
<td>Arthritis</td>
<td>Palliative Care</td>
<td>Boomers in Nursing Homes</td>
<td>Pain Management</td>
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<td>Adherence</td>
<td>Elder Life Crisis</td>
<td>Male Menopause</td>
<td>Speech/Language Therapy</td>
<td>Heart Disease</td>
<td>Wound Care</td>
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<td>Diagnosing AD in Family Practice</td>
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<td><strong>Departments</strong></td>
<td>Medication Monitor</td>
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<td>Alzheimer’s Update</td>
<td>Research Review</td>
<td>Innovations in Geriatrics</td>
<td>Nutrition</td>
<td>Long Term Care</td>
<td>Clinical News</td>
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<td>Nutrition</td>
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<tr>
<td><strong>Space Deadline</strong></td>
<td>December 15</td>
<td>February 16</td>
<td>April 13</td>
<td>June 15</td>
<td>August 24</td>
<td>October 12</td>
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<tr>
<td><strong>Material Deadline</strong></td>
<td>January 9</td>
<td>March 6</td>
<td>May 1</td>
<td>July 3</td>
<td>September 11</td>
<td>October 30</td>
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<tr>
<td><strong>Recruitment Deadline</strong></td>
<td>January 15</td>
<td>March 12</td>
<td>May 7</td>
<td>July 9</td>
<td>September 17</td>
<td>November 5</td>
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<tr>
<td><strong>Bonus Distribution</strong></td>
<td>AAGP</td>
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<td>AADE</td>
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<tr>
<td><strong>SPECIAL</strong></td>
<td>Conference Issue</td>
<td>Spring Product &amp; Service Showcase</td>
<td>Education Spotlight</td>
<td>Fall Risk Showcase</td>
<td>Conference Issue</td>
<td></td>
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</tbody>
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* Subject to change
# PRINT RATES

## FOUR-COLOR RATES

(Contact Account Executive for Black-and-White Rates)

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$6,740</td>
<td>$6,490</td>
<td>$6,250</td>
<td>$6,075</td>
<td>$5,845</td>
<td>$5,610</td>
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<tr>
<td>2/3 Page</td>
<td>$5,700</td>
<td>$5,490</td>
<td>$5,300</td>
<td>$5,140</td>
<td>$4,985</td>
<td>$4,830</td>
</tr>
<tr>
<td>1/2 Page Vert</td>
<td>$4,540</td>
<td>$4,435</td>
<td>$4,315</td>
<td>$4,265</td>
<td>$4,145</td>
<td>$4,020</td>
</tr>
<tr>
<td>1/2 Page Horiz</td>
<td>$4,360</td>
<td>$4,225</td>
<td>$4,135</td>
<td>$4,060</td>
<td>$3,955</td>
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<tr>
<td>1/4 Page Horiz</td>
<td>$3,625</td>
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<td>$3,465</td>
<td>$3,390</td>
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<tr>
<td>1/4 Page Vert</td>
<td>$3,295</td>
<td>$3,200</td>
<td>$3,175</td>
<td>$3,120</td>
<td>$3,095</td>
<td>$3,025</td>
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<tr>
<td>Print Banner</td>
<td>$1,870</td>
<td>$1,835</td>
<td>$1,795</td>
<td>$1,760</td>
<td>$1,745</td>
<td>$1,715</td>
</tr>
</tbody>
</table>

All print advertisements receive double exposure through our digital companion, which is posted on our website, www.TodaysGeriatricMedicine.com.

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### Premium Placement

- **BACK COVER:** +30%
- **INSIDE FRONT COVER:** +25%
- **PAGE 3:** +25%
- **INSIDE BACK COVER:** +20%
- **OPPOSITE TABLE OF CONTENTS:** +20%
- **OPPOSITE MASTHEAD:** +20%
- **FRANCHISE OR OTHER PREFERRED POSITIONS:** +10% to 15%
- **CONFERENCE ISSUES:** +10%

No print cancellations permitted with premium positions. Premium position supersedes any page separation requests. Additional premiums may apply to conference issues.

### SHOWCASE AD: $1,695

Showcase your product or service in a news release format. Supply a 4" × 5" photo at 300 dpi in TIFF or JPEG format along with 70 words of copy. Hosted on publication website for 12 months. No additional design elements needed or accepted.

### PRODUCT PREVIEW: $1,295

Supply a 40-word product description and a 4" × 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

### DATEBOOK

1 insertion: $350; 2 insertions: $335 each; 3 or more: $315 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at www.TodaysGeriatricMedicine.com/terms.

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### HIGH-IMPACT PLACEMENTS

High-impact placements include belly bands, cover stickers, french gates, etc. Contact your account executive for more details.

### 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.
Showcase Feature

Total Brain Health

Today’s Geriatric Medicine Product & Service Showcases help our audience of geriatrics care professionals learn about what’s available in the marketplace while enhancing advertising campaigns.

This cost-effective, high-profile opportunity positions the advertiser’s new product information, service offerings, and company messaging directly in front of these influential professionals who provide care to our growing older adult population.

Product & Service Showcases Include:

- Space approximately the size of a quarter-page ad
- 70-word product description displayed in news release format
- Accompanying four-color image
- Company contact information and URL
- No additional design elements needed or accepted

All for only $1,695
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Size</th>
<th>Open Price</th>
<th>3x Price</th>
<th>6x Price</th>
<th>9x Price</th>
<th>12x Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard*</td>
<td>(728 × 90 pixels)</td>
<td>$1,995</td>
<td>$1,950</td>
<td>$1,910</td>
<td>$1,870</td>
<td>$1,820</td>
</tr>
<tr>
<td>Full Banner (Top)</td>
<td>(468 × 60 pixels)</td>
<td>$1,515</td>
<td>$1,485</td>
<td>$1,455</td>
<td>$1,420</td>
<td>$1,385</td>
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<tr>
<td>Wide Skyscraper*</td>
<td>(160 × 600 pixels)</td>
<td>$2,210</td>
<td>$2,185</td>
<td>$2,140</td>
<td>$2,100</td>
<td>$2,065</td>
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<tr>
<td>Button*</td>
<td>(120 × 60 pixels)</td>
<td>$760</td>
<td>$745</td>
<td>$730</td>
<td>$710</td>
<td>$695</td>
</tr>
<tr>
<td>Medium Rectangle*</td>
<td>(300 × 250 pixels)</td>
<td>$1,845</td>
<td>$1,805</td>
<td>$1,770</td>
<td>$1,730</td>
<td>$1,680</td>
</tr>
<tr>
<td>3:1 Rectangle*</td>
<td>(300 × 100 pixels)</td>
<td>$1,335</td>
<td>$1,305</td>
<td>$1,280</td>
<td>$1,250</td>
<td>$1,215</td>
</tr>
<tr>
<td>Full Banner</td>
<td>(468 × 60 pixels)</td>
<td>$990</td>
<td>$970</td>
<td>$950</td>
<td>$925</td>
<td>$900</td>
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</tbody>
</table>

All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

**WEB CANCELLATION POLICY:** Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc.) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.
HIGH-IMPACT DIGITAL AD PLACEMENTS

Digital Ad Packages

Combining the consistency of a website banner, the direct delivery of a banner in our monthly e-Newsletter, and the power of our subscriber list and your brand message, these packages deliver a multichannel punch that is certain to reach the influential professionals in our audience. Standard and Premium packages are available to fit your budget and timing needs.

Premium Package
- HTML custom e-blast to full e-subscriber list
- Full banner (468 × 60) within content in our e-Newsletter
- 30-day sitewide wide skyscraper (160 × 600) banner on the magazine’s website

PRICE: $5,895

Standard Package
- HTML custom e-blast to full e-subscriber list
- Rectangle (180 × 150) within content in our e-Newsletter
- 30-day sitewide 3:1 Rectangle (300 × 100) on the magazine’s website

PRICE: $4,995

Intro Page Ad on Digital Editions

In this era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Every month, our interactive digital editions draw a significant, growing audience, as well as an increase in mobile users and international subscribers.

Each digital issue has an introduction page opposite the cover where advertisers can place their messages. The benefits of this high-impact placement are:

- It’s certain to be seen by all digital edition viewers.
- Space is exclusive to one advertiser per issue.
- It’s an interactive ad that includes direct links to the webpage or website chosen by the advertiser.
- It’s one of the most effective stand-alone placements available for product and branding messaging.

PRICE: $2,995 per issue

Interstitial Ad

This high-profile placement allows the advertiser to “take over” the popular Today’s Geriatric Medicine website when someone visits. Providing an exclusive and prominent forum for product and branding images and messaging, as well as a direct link to any webpage or website, this large, powerful ad appears in front of our homepage until it is closed manually by the visitor.

MONTHLY PRICE: $5,875

Social Media Marketing

For information on additional high-impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, call your account executive.

Facebook: $149 per post
Twitter: $225 per Tweet
E-NEWSLETTERS AND CUSTOM E-BLASTS

E-Newsletters

Placing a banner on the Today's Geriatric Medicine monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

Monthly Features

JANUARY: Hospice Care
FEBRUARY: Alzheimer's Disease/Dementia
MARCH: Nutrition
APRIL: Fall Prevention
MAY: Stroke Strategies
JUNE: Practice Technology/EHR/EMR
JULY: Wound Care
AUGUST: Bone Loss
SEPTEMBER: Pain Management
OCTOBER: Metabolic Syndrome
NOVEMBER: Mental Health
DECEMBER: Fitness

E-Mail Marketing

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of influential geriatric medicine professionals. This targeted and cost-effective method of reaching Today's Geriatric Medicine's audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message or we can simply take your design and deliver it to our double opt-in list of professional subscribers.

FULL LIST E-BLAST: $4,450
$395 per 1,000 names for quantities under 12,000

Size Open 3x 6x 9x 12x
Leaderboard* (728 × 90 pixels) $2,445 $2,395 $2,350 $2,295 $2,225
Wide Skyscraper* (160 × 600 pixels) $2,760 $2,680 $2,625 $2,570 $2,490
Medium Rectangle* (300 × 250 pixels) $2,260 $2,195 $2,155 $2,110 $2,045
3:1 Rectangle* (300 × 100 pixels) $1,620 $1,570 $1,540 $1,510 $1,460
Full Banner (468 × 60 pixels) $1,200 $1,165 $1,140 $1,115 $1,085
Rectangle* (180 × 150 pixels) $905 $880 $865 $840 $815

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. See the High-Impact Digital Ad Placements page for special package pricing and high-visibility placements.
**Print Material Specifications**

**PREFERRED FILE FORMAT:** PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875” outside the trim of the magazine.

**COLORS:** CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

**TOTAL AREA COVERAGE:** Maximum ink density is 300%

**LINE SCREEN:** 133 lpi

**MINIMUM IMAGE RESOLUTION:** 300 dpi

No native applications accepted

**PRODUCTION COSTS:** Original ad creation will be charged at a rate of $250 per hour. Revisions to artwork will be charged at a rate of $95 per hour.

**Hard-Copy Proofs**

A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. *Today’s Geriatric Medicine* cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar). Send to address under File Submission.

**File Submission**

**E-MAIL:** TGMads@gvpub.com

*For files under 10 MB*

**FTP:** Available for larger files. Please contact your account executive for more information.

**MAIL:** 3801 Schuylkill Road

Spring City, PA 19475

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*Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.*
E-Mail Marketing Specifications

**PREFERRED FILE FORMAT:** HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

**FILE SIZE:** HTML file size should not exceed 150 KB and be within 500 to 700 pixels wide.

No “image-only designs.” Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

**PRODUCTION COSTS:** E-blast creation will be charged at a rate of $350 per hour. E-blast corrections will be charged at a rate of $125 per hour.

Website Banners

**ACCEPTED FORMATS:** JPG, GIF, PNG, Flash SWF (requires clickTAG), third-party ad tags. (Note: Files without extensions will not be accepted.)

**MAX FILE SIZE:** 100 KB

**PRODUCTION COSTS:** Banner creation will be charged at a rate of $200 per hour. Revisions will be charged at a rate of $75 per hour.

E-Newsletter Banners

**ACCEPTED FORMATS:** JPG, GIF. Animated GIFs may not display correctly for all recipients. (Note: Flash, custom scripts, and files without extensions will not be accepted.)

**MAX FILE SIZE:** 40 KB

**PRODUCTION COSTS:** Banner creation will be charged at a rate of $200 per hour. Revisions will be charged at a rate of $75 per hour.

Digital Magazine Specifications

**PREFERRED FILE FORMAT:** PDF and PDF/X1a only

**COLORS:** RGB

**VIDEO AND AUDIO SPECIFICATIONS:** Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

**FLASH REQUIREMENTS:** All programming must be Actionscript 3 (AS3) compatible. Simple animations can use AS2, but any complex events such as button events must be AS3. (In general, Zmags doesn’t support AS2.) All AS3 movies should target Flash Player version 9. Use a frame rate of 30 fps, as this is what the viewer uses. Animations should be kept in individual movie clips and placed on the root timeline. Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.

**SYSTEM REQUIREMENTS:** Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and the minimum Flash version required is 9.0.115. If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML. The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 × 1024 and 1024 × 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size.

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