



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.

TODAY'S GeriatricMedicine

PUBLISHED SINCE: 2008



FREQUENCY: Bimonthly

SUBSCRIBERS: 22,986*

AUDIENCE: Qualified Recipients include Geriatricians, Psychiatrists and Other Physicians, Nurse Practitioners and Physician Assistants. Also qualified are Educators, Psychologists, Professional Geriatric Care Managers, Gerontologists, Physical, Respiratory and Occupational Therapists, Nurses, Pharmacists, Counselors, Social Workers, Dietitians, Facility Administrators, Directors of Nursing, Presidents, Managers/Supervisors, Students and other titled and non-titled personnel within the field served.*

DISTRIBUTION: Hospitals, nursing homes, long term care facilities, geriatric senior services, continuing care retirement communities, assisted living and senior centers, home health care, multi-service agencies, state or county human services, colleges or universities, private practice settings, government offices, and others allied to the field.*

* BPA December 2014 Brand Report



	<i>January/February</i>	<i>March/April</i>	<i>May/June</i>	<i>July/August</i>	<i>September/October</i>	<i>November/December</i>
Features	Fall Prevention Mental Health Assessing Medication Adherence Diagnosing AD in Family Practice	Brain Fitness Team-Based Geriatric Care Osteoporosis/Bone Health Elder Life Crisis	Dementia Podiatry/Foot Conditions Arthritis Male Menopause	Diabetes Nutrition Caregiver Support Palliative Care Speech/Language Therapy	Fitness Telemedicine for Elders Boomers in Nursing Homes Heart Disease	End-of-Life Care Neurological Disease Pain Management Wound Care
Departments	Medication Monitor Alzheimer's Update Nutrition Innovations in Geriatrics	Medication Monitor Research Review Long Term Care Clinical News	Medication Monitor Innovations in Geriatrics Alzheimer's Update Clinical News	Medication Monitor Nutrition Research Review Clinical News	Medication Monitor Long Term Care Alzheimer's Update Research Review	Medication Monitor Clinical News Nutrition Innovations in Geriatrics
Space Deadline	December 15	February 16	April 13	June 15	August 24	October 12
Material Deadline	January 9	March 6	May 1	July 3	September 11	October 30
Recruitment Deadline	January 15	March 12	May 7	July 9	September 17	November 5
Bonus Distribution	AAGP ASA AMDA	AGS		AADE	GSA ASCP	
SPECIAL	Conference Issue	Spring Product & Service Showcase Conference Issue		Education Spotlight	Fall Risk Showcase Conference Issue	

* Subject to change

FOUR-COLOR RATES (CONTACT ACCOUNT EXECUTIVE FOR BLACK-AND-WHITE RATES)

Size	Open	3x	6x	9x	12x	18x
Full Page	\$6,740	\$6,490	\$6,250	\$6,075	\$5,845	\$5,610
2/3 Page	\$5,700	\$5,490	\$5,300	\$5,140	\$4,985	\$4,830
1/2 Page Vert	\$4,540	\$4,435	\$4,315	\$4,265	\$4,145	\$4,020
1/2 Page Horiz	\$4,360	\$4,225	\$4,135	\$4,060	\$3,955	\$3,855
1/3 Page	\$3,920	\$3,825	\$3,760	\$3,640	\$3,550	\$3,465
1/4 Page Horiz	\$3,625	\$3,510	\$3,465	\$3,390	\$3,335	\$3,245
1/4 Page Vert	\$3,295	\$3,200	\$3,175	\$3,120	\$3,095	\$3,025
Print Banner	\$1,870	\$1,835	\$1,795	\$1,760	\$1,745	\$1,715

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

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" x 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" x 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.



(Sample Belly Band)

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.

<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Spring Product & Service SHOWCASE</h2> <p>IMAK® Arthritis Gloves</p> <p>For arthritis, hand swelling, and cold hands. Ideal for activities of daily living, knitting, gardening, hobbies, and office use. Provides mild compression to enhance blood circulation. Open fingertips allow freedom to feel, touch, and grip. Cotton-mesh interior allows skin to breathe. Comfortable to use all day and night. Latex-free. IMAK Arthritis Gloves were designed by an orthopedic surgeon and have earned the Ease-of-Use Commendation from the Arthritis Foundation.</p> <p>Call 877-853-5518 for professional pricing.</p> 	<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Spring Product & Service SHOWCASE</h2> <p>Konyal Senna Prompt</p> <p>Safe, gentle overnight relief for your patients.</p> <p>Konyal Senna Prompt is the only all-natural fiber textile to provide your patients with safe and effective overnight relief of occasional constipation.</p> <p>Senna Prompt contains natural sennosides, which have been used for centuries to treat constipation in a soothing way, and psyllium fiber for regularity. Together, these two ingredients come in easy-to-take capsules that are both effective and affordable for your patients.</p> <p>For free professional samples call 1-410-822-0192 or visit www.konyal.com.</p>	<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Spring Product & Service SHOWCASE</h2> <p>LifeFone</p> <p>Providing Safety, Security & Peace of Mind – Since 1975</p> <ul style="list-style-type: none"> • Always independent in your home for less than a dollar a day • LifeFone promptly notifies emergency services, designated clinic, neighbors, friends, and family members • Your personalized Emergency Care Plan is customized to your specific needs • LifeFone provides responders with critical medical information and stays in contact until the emergency is over • Better Business Bureau A+ rating • No hidden charges or contracts, cancel at anytime <p>Saves Lives When Seconds Count®</p> <p>www.lifefone.com 1-877-862-3173</p>	<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Spring Product & Service SHOWCASE</h2>  <p>First Line Option for the Metabolic Management of Mild Cognitive Impairment</p> <p>Cerefolin NAC</p> <p>There is no other product indicated for mild cognitive impairment.</p> <p>Learn more at www.cerefolinnac.com.</p>
<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Total Brain Health</h2> <p>Join the Fastest-Growing Community of Brain Health Professionals in the U.S.</p> <p>You'll love our scientifically sound, integrated health philosophy! Your clients will love our practical, fun approach!</p> <p>Why Train as a Total Brain Health® Coach? We offer:</p> <ul style="list-style-type: none"> • Exceptional brain health programs with a superb national reputation • Turnkey classes complete with class exercises, handouts, and more • More than 12 years of experience personally teaching audiences of all backgrounds and ages—we've done it so we know it works! <p>Visit our website at www.totalbrainhealth.com/coach-training to apply and learn more about our program.</p> <p>Cynthia R. Green, PhD, President Memory Arts LLC www.totalbrainhealth.com 773-655-0432</p>	<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Pine Grove Announces the Opening of LEGACY</h2> <p>Addiction Recovery for Older Adults</p> <p>LEGACY offers:</p> <ul style="list-style-type: none"> • A Newly Designed Facility at Pine Grove's Main Campus • Services for Fifteen to 65 Years and Older • Medical Care 24/7 by Addictionologists & Psychiatrists • Licensed Clinical Therapists • 24-Hour Nursing Care • Age-Appropriate Detox Protocol • 12 Step Focused • Experiential Therapy • Pain Management •rief and Case Groups • Gender-Specific Groups <p>1-888-574-HOPE www.pinegrovetreatment.com</p>	<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Hanley Center</h2> <p>Comprehensive Addiction Treatment, Recovery for Life!</p> <p>Federal statistics show that the number of people in their 50s and 60s reporting illicit drug use and seeking help for their addictions has increased dramatically in the past decade.</p> <p>Hanley Center is a pioneer and renowned leader in effective age and gender-specific addiction treatment, offering:</p> <ul style="list-style-type: none"> • Residential treatment for Baby Boomers, age 44-64, and older adults 65 and older <p>These groups often suffer from late onset addiction, usually because of risk factors that include major life transitions, grief, isolation, chronic pain and depression. Hanley Center offers treatment for these individuals that utilizes the most advanced research in the disease of addiction.</p> <p>Learn more at www.hanleycenter.org</p>	<p style="text-align: center;"><small>Sponsored Content</small></p> <h2 style="text-align: center;">Soothing Comfort Shield® Barrier Cream Cloths</h2> <p>Clean, treat, and protect the most sensitive skin from incontinence moisture.</p> <p>It's not enough to simply clean skin following an incontinence episode. Soothing Comfort Shield® Barrier Cream Cloths treat the skin with a clear protective dimensional barrier cream to help seal out wetness and prevent skin damage.</p> <ul style="list-style-type: none"> • Treats painful, irritated skin • Replaces all other wipes, baby creams, and pastes • Ultra-soft cloths are conforming to delicate skin <p>To order: Visit: shopageproducts.com Call: 800-523-2220</p>

(Sample Showcase Spread)

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

2015 Showcase Issues

MARCH/APRIL:
Spring Showcase

SEPTEMBER/OCTOBER:
Fall Risk Showcase

Increase your exposure within the **Today's Geriatric Medicine** Resource Guides, with a larger display ad placement to appear within the editorial pages of the same issue. Contact your account executive for special packages.

Leaderboard*

(728 × 90 pixels)

Open	\$1,995
3x	\$1,950
6x	\$1,910
9x	\$1,870
12x	\$1,820

Full Banner (Top)

(468 × 60 pixels)

Open	\$1,515
3x	\$1,485
6x	\$1,455
9x	\$1,420
12x	\$1,385

Wide Skyscraper*

(160 × 600 pixels)

Open	\$2,210
3x	\$2,185
6x	\$2,140
9x	\$2,095
12x	\$2,040

Button*

(120 × 60 pixels)

Open	\$760
3x	\$745
6x	\$730
9x	\$710
12x	\$695



Medium Rectangle*

(300 × 250 pixels)

Open	\$1,845
3x	\$1,805
6x	\$1,770
9x	\$1,730
12x	\$1,680

3:1 Rectangle*

(300 × 100 pixels)

Open	\$1,335
3x	\$1,305
6x	\$1,280
9x	\$1,245
12x	\$1,215

Full Banner

(468 × 60 pixels)
Homepage Only

Open	\$990
3x	\$970
6x	\$950
9x	\$925
12x	\$900

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.



(Sample intro page ad)

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

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

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

Social Media Marketing



\$149 per Facebook post



\$225 per Tweet

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



(Sample e-Newsletter)



(Sample e-mail marketing)

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.

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

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.

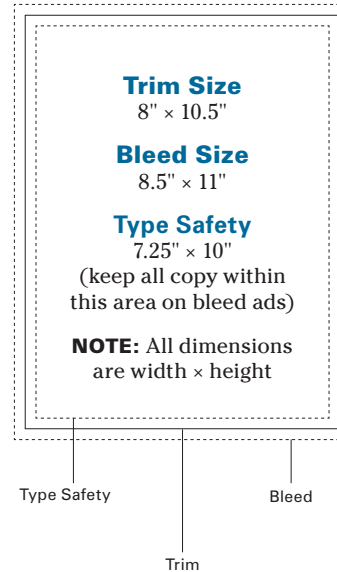
File Submission

E-MAIL: TGMads@gvpub.com
For files under 10 MB

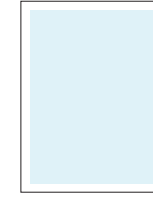
FTP: Available for larger files. Please contact your account executive for more information.

MAIL: 3801 Schuylkill Road
Spring City, PA 19475

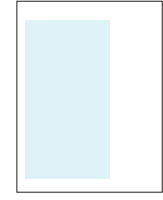
Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.



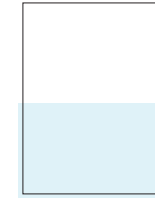
Full Page (Bleed)
8.5" x 11"



Full Page (Border)
7" x 9.5"



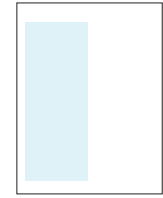
2/3
4.5" x 8.669"



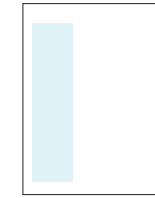
1/2 (Bleed)
8.5" x 5.5"



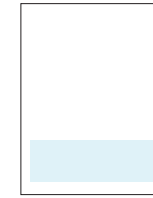
1/2 Horizontal
7" x 4.237"



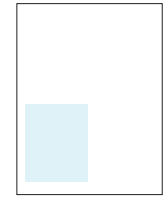
1/2 Vertical
3.415" x 8.669"



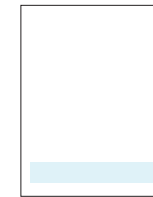
1/3
2.22" x 8.669"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"

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.