



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, including 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.

Advertisers and recruiters seeking to educate and inform influential professionals have a reliable partner in **Today's Geriatric Medicine**. Our media network offers a range of channels proven effective for delivering key messages, information, and career opportunities to the nation's community of health professionals who treat geriatric patients.

Anchored by our flagship bimonthly print publication, the **Today's Geriatric Medicine** media network can showcase your product, program, service, or professional opportunity via our mobile-ready digital edition, which is posted on our highly targeted website, www.TodaysGeriatricMedicine.com. Our monthly e-Newsletter delivers timely news, research, and information, as well as banner ads, directly to the inboxes of professionals who subscribe. We continue to build engaged and growing social media audiences on Facebook and Twitter, where we deliver content and drive traffic via direct links back to our digital edition and website.

Today's Geriatric Medicine has also proven to be a powerful recruiting tool for recruiters, offering multiple channels to reach qualified and credentialed professionals, including print display ads, Web banners, and online postings on our popular job boards, AlliedHealthCareers.com and the Physician Recruitment Center.

TODAY'S **GeriatricMedicine**

PUBLISHED SINCE: 2008

FREQUENCY: Bimonthly

SUBSCRIBERS: 23,002

MONTHLY WEBSITE USERS: 52,046*

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

* Source: Google Analytics



[TodaysGeriatricMedicine](https://www.facebook.com/TodaysGeriatricMedicine)



[@TodaysGeriMed](https://twitter.com/TodaysGeriMed)

	<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	Mini-Cog as Predictor of Fracture Outcomes Falls Telemedicine	Sleep Disorders Treating Dementia Behaviors Skin Conditions	Osteoporosis Pain Management Polypharmacy	Diabetes Mental Health End-of-Life Care	Optimizing Functional Abilities Nutrition Occupational Therapy in Dementia	Stroke Cognitive Decline 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 21	February 15	April 18	June 20	August 15	October 10
Material Deadline	January 8	March 4	May 6	July 8	September 2	October 28
Recruitment Deadline	January 14	March 10	May 12	July 14	September 8	November 3
Bonus Distribution	AMDA Medtrade Spring	AAGP ASA Aging Life Care Annual Conference	AGS	AADE	FNCE® ASCP Medtrade 2016	GSA
SPECIAL	Products & Services Showcase Conference Issue	Conference Issue	Education Guide Conference Issue	Conference Issue	Fall Risk Showcase Conference Issue	Conference Issue

* Subject to change



Recruiting With Today's Geriatric Medicine

For recruiters in search of qualified geriatric care providers, **Today's Geriatric Medicine** magazine is among the most targeted, cost-effective resources available today to deliver career opportunities directly to the clinicians and health care specialists who treat older adults.

With an audience that includes geriatricians, primary care providers, nurse practitioners, and physician assistants, as well as other professionals who treat older patients, such as dietitians, social workers, and physical therapists, **Today's Geriatric Medicine** and its associated digital media properties connect recruiters with our audience of dedicated professionals through a variety of different channels that comprise the **Today's Geriatric Medicine** media brand.

When you choose one of the ad sizes offered, your open position will be immediately posted on one of our active job boards, AlliedHealthCareers.com or The Physician Recruitment Center, be included in the **Today's Geriatric Medicine** monthly e-Newsletter, appear in the next print edition, be deployed digitally to the desktops of our subscribers in our digital edition, and be included in our monthly recruitment e-blast—all for one low price! Select your size and ensure your positions are seen today.

RECRUITMENT SIZES AND RATES*

Size	Price
1/8 (2.292" × 3.948")	\$1,050
1/6 Vertical (2.292" × 4.78") or 1/6 Horizontal (4.708" × 2.292")	\$1,225
2/9 Vertical (2.292" × 6.444") or 2/9 Horizontal (4.708" × 3.125")	\$1,630
5/18 Vertical (2.292" × 8.094") or 5/18 Horizontal (4.708" × 3.948")	\$1,950
1/3 Vertical (2.292" × 9.75") or 1/3 Horizontal (4.708" × 4.78")	\$2,405
4/9 (4.708" × 6.444")	\$3,245
Half Page (7.125" × 4.78")	\$3,935
Full Page (7.125" × 9.75")	\$6,995

*All rates are net.

For additional digital options, which include e-blasts and Web banners, call your account executive.

Spring Product & Service
SHOWCASE

IMAK® Arthritis Gloves

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 material 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.

Call 877-853-5518 for professional pricing.



Total Brain Health

Join the Fastest-Growing Community of Brain Health Professionals in the U.S.

You'll love our scientifically sound, integrated health philosophy! Your clients will love our practical, fun approach!

Why Train as a Total Brain Health® Coach? We offer:

- 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!

Visit our website at www.totalbrainhealth.com/coach-training to apply and learn more about our program.

Cynthia R. Green, PhD, President
Memory Arts LLC | www.totalbrainhealth.com | 973-655-0422

Spring Product & Service
SHOWCASE

Konyl Serma Prompt

Safe, gentle overnight relief for your patients.

Konyl Serma Prompt is the only all-natural fiber (beeswax) to provide your patients with safe and effective overnight relief of occasional constipation.

Serma Prompt contains natural semisecoids, 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.

For free professional samples call 1-800-822-0192 or visit www.konyl.com.



LifeFone

Help of Life Push of a Button 24 Hours a Day

Providing Safety, Security & Peace of Mind – Since 1975

- Remote independent in your home for less than a dollar a day
- LifeFone promptly modifies emergency services, designated doctor, neighbors, friends, and family members
- Your personalized Emergency Care Plan is customized to your specific needs
- LifeFone provides responders with critical medical information and steps in contact until the emergency is over
- Better Business Bureau A+ rating
- No hidden charges or contracts, cancel at anytime

Saves Lives When Seconds Count®
www.lifefone.com
1-877-862-3173



LEGACY

Pine Grove Announces the Opening of LEGACY

Addiction Recovery for Older Adults

- A Newly Designed Facility at Pine Grove's Main Campus
- Services for Refractory 50 Years and Older
- Medical Care 24/7 by Addictionologists & Psychiatrists
- Licensed Clinical Therapist
- 24-Hour Nursing Care
- Age-Appropriate Detox Protocol
- 12-Step Focused
- Experiential Therapy
- Pain Management
- Outpatient and Inpatient Groups
- Gender-Specific Groups

1-855-576-HOPE
www.pinegroverevtreatment.com



caron | **HANLEY CENTER**

Comprehensive Addiction Treatment. Recovery for Life!

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.

Hanley Center is a pioneer and renowned leader in effective age and gender-specific addiction treatment, offering:

- Residential treatment for daily boomers, age 44-64, and older adults 65 and older.

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.

Learn more at www.HanleyCenter.org



Cerefolin NAC

First Line Option for the Metabolic Management of Mild Cognitive Impairment

There is no other product indicated for mild cognitive impairment.

Learn more at www.cerefolinnac.com.



2016 Showcase Issues

JANUARY/FEBRUARY:
Product & Service Showcase

SEPTEMBER/OCTOBER:
Fall Risk Showcase

(Sample Showcase Spread)

Today's Geriatric Medicine Product & Service Showcases inform our audience of geriatrics care professionals 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 \$1,745

www.TodaysGeriatricMedicine.com

100115

Leaderboard*

(728 × 90 pixels)

Open	\$2,135
3x	\$2,090
6x	\$2,045
9x	\$2,005
12x	\$1,950

Full Banner (Top)

(468 × 60 pixels)

Open	\$1,625
3x	\$1,590
6x	\$1,560
9x	\$1,520
12x	\$1,485

Wide Skyscraper*

(160 × 600 pixels)

Open	\$2,365
3x	\$2,340
6x	\$2,290
9x	\$2,245
12x	\$2,185

Button*

(120 × 60 pixels)

Open	\$815
3x	\$800
6x	\$785
9x	\$760
12x	\$745



Medium Rectangle*

(300 × 250 pixels)

Open	\$1,975
3x	\$1,935
6x	\$1,895
9x	\$1,855
12x	\$1,800

3:1 Rectangle*

(300 × 100 pixels)

Open	\$1,430
3x	\$1,400
6x	\$1,370
9x	\$1,335
12x	\$1,305

Full Banner

(468 × 60 pixels)
Homepage Only

Open	\$1,060
3x	\$1,040
6x	\$1,020
9x	\$990
12x	\$965

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)

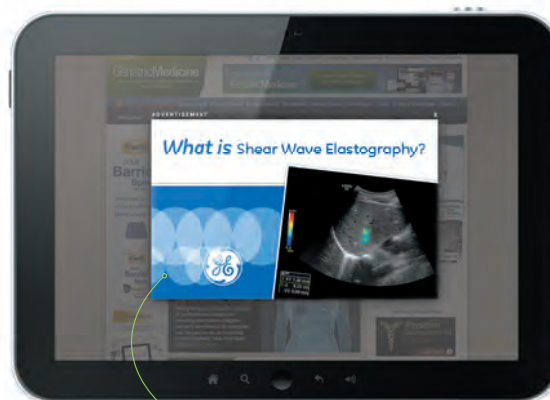
Intro Page Ad on Digital Editions

Every issue of the print publication is digitized and posted on our website. 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 readers.
- 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



(Sample interstitial ad)

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: \$6,050

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: \$7,125

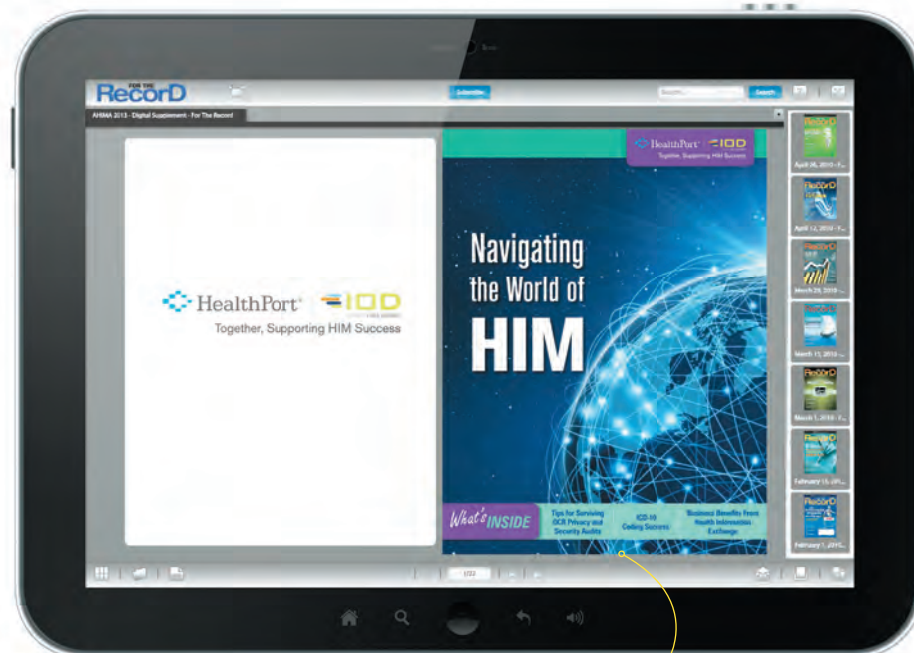
Standard Package

- 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: \$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.

Ask your account executive about options and pricing for these great additions to your marketing plan.



(Sample Custom Digital Supplement)

Custom Digital Supplements

Our custom digital supplements are standalone editorial pieces that deliver your message in a style and format that are certain to be read.

By allowing us to take your white paper, news release, brochure, or informational packet and enhance it with rich media such as audio, video, or Flash animation, you instantly initiate greater reader engagement and response. That, coupled with targeting your custom digital supplement to our responsive group of influential professionals, ensures successful delivery of your message.

These custom digital supplements make great sales tools that have a never-ending shelf life and are easily distributed via e-mail, websites, and social media channels.

With packages starting at just \$9,990, you will receive full marketing support to our entire audience, plus many options for editorial support and expanded pages.

For the full range of options regarding this high-impact advertising opportunity, please call your account executive.

White Papers and Press Releases

Post your white paper or press release on our website exclusively for 30 days. A link to your content will be prominently placed on our homepage and reside in its own section of the website.

*Contact your account executive for more details.

Website Sponsored Content

Sponsor receives content control of native advertising posted on our magazine's website for 30 days that includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage.

PRICE: \$2,995

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: Antipsychotics and Dementia Care

FEBRUARY: Depression (ASA preview)

MARCH: Men's Health

APRIL: Fitness (ASA wrap/AGS preview)

MAY: Bone Health

JUNE: Pain Management (AGS wrap)

JULY: Diabetes

AUGUST: Wound Care

SEPTEMBER: Fall Prevention

OCTOBER: Nutrition (GSA preview)

NOVEMBER: Dementia

DECEMBER: Arthritis (GSA wrap)



(Sample e-Newsletter)

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$2,570	\$2,515	\$2,470	\$2,410	\$2,340
Wide Skyscraper* (160 × 600 pixels)	\$2,900	\$2,815	\$2,760	\$2,700	\$2,615
Medium Rectangle* (300 × 250 pixels)	\$2,375	\$2,305	\$2,265	\$2,220	\$2,150
3:1 Rectangle* (300 × 100 pixels)	\$1,705	\$1,650	\$1,620	\$1,590	\$1,535
Full Banner (468 × 60 pixels)	\$1,260	\$1,225	\$1,200	\$1,175	\$1,140
Rectangle* (180 × 150 pixels)	\$955	\$925	\$910	\$885	\$860

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



(Sample e-mail marketing)

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: \$4,675

\$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.

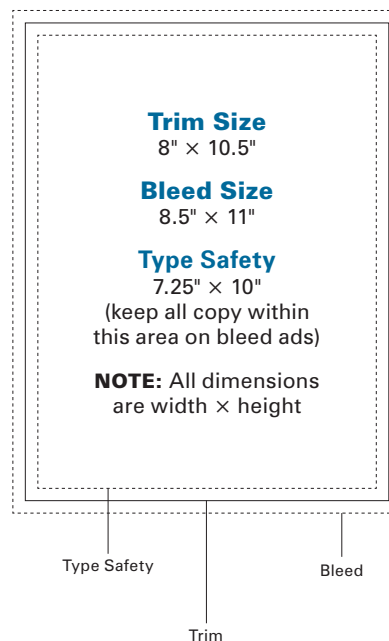
File Submission

E-MAIL: ads@gvpub.com

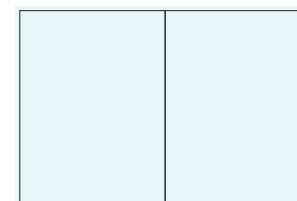
For files under 10 MB

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

MAIL: 3801 Schuylkill Road
Spring City, PA 19475



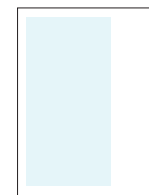
Full Page (Bleed)
8.5" x 11"



Spread (Bleed)
16.5" x 11"



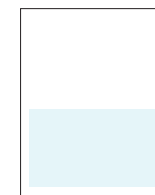
Full Page (Border)
7" x 9.5"



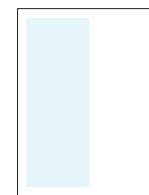
2/3
4.5" x 9.535"



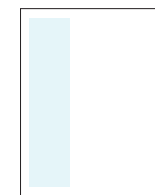
1/2 (Bleed)
8.5" x 5.5"



1/2 Horizontal
7" x 4.237"



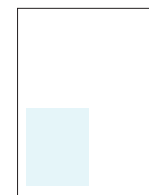
1/2 Vertical
3.415" x 9.535"



1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"

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 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.