



## News and Insight for Professionals in Elder Care

*Today's Geriatric Medicine* offers advertisers a unique opportunity to connect with an expanding readership of geriatrics clinicians and care team members, including geriatricians, primary care physicians, nurse practitioners, physician assistants, pharmacists, 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 recognize a reliable partner in *Today's Geriatric Medicine*. Our media network offers various avenues proven effective in delivering key messages, information, and career opportunities to the nation's community of health professionals who treat older adults.

Anchored by our flagship bimonthly print publication, the *Today's Geriatric Medicine* media network showcases your product, program, service, or professional opportunity via our mobile-ready digital edition, which is posted on our highly targeted

website, [www.TodaysGeriatricMedicine.com](http://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.

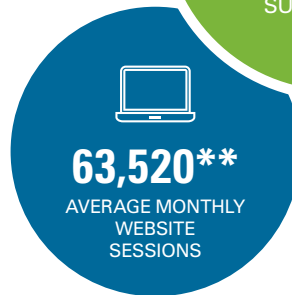
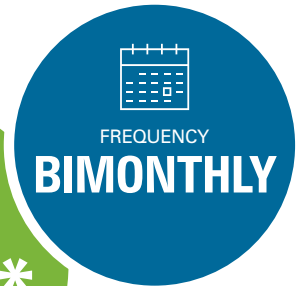
*Today's Geriatric Medicine* has proven to be a powerful tool for recruiters, offering multiple channels to reach qualified and credentialed professionals, including print display ads, web banners, and online postings on our popular job boards, AlliedHealthCareers.com and the Physician Recruitment Center.

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

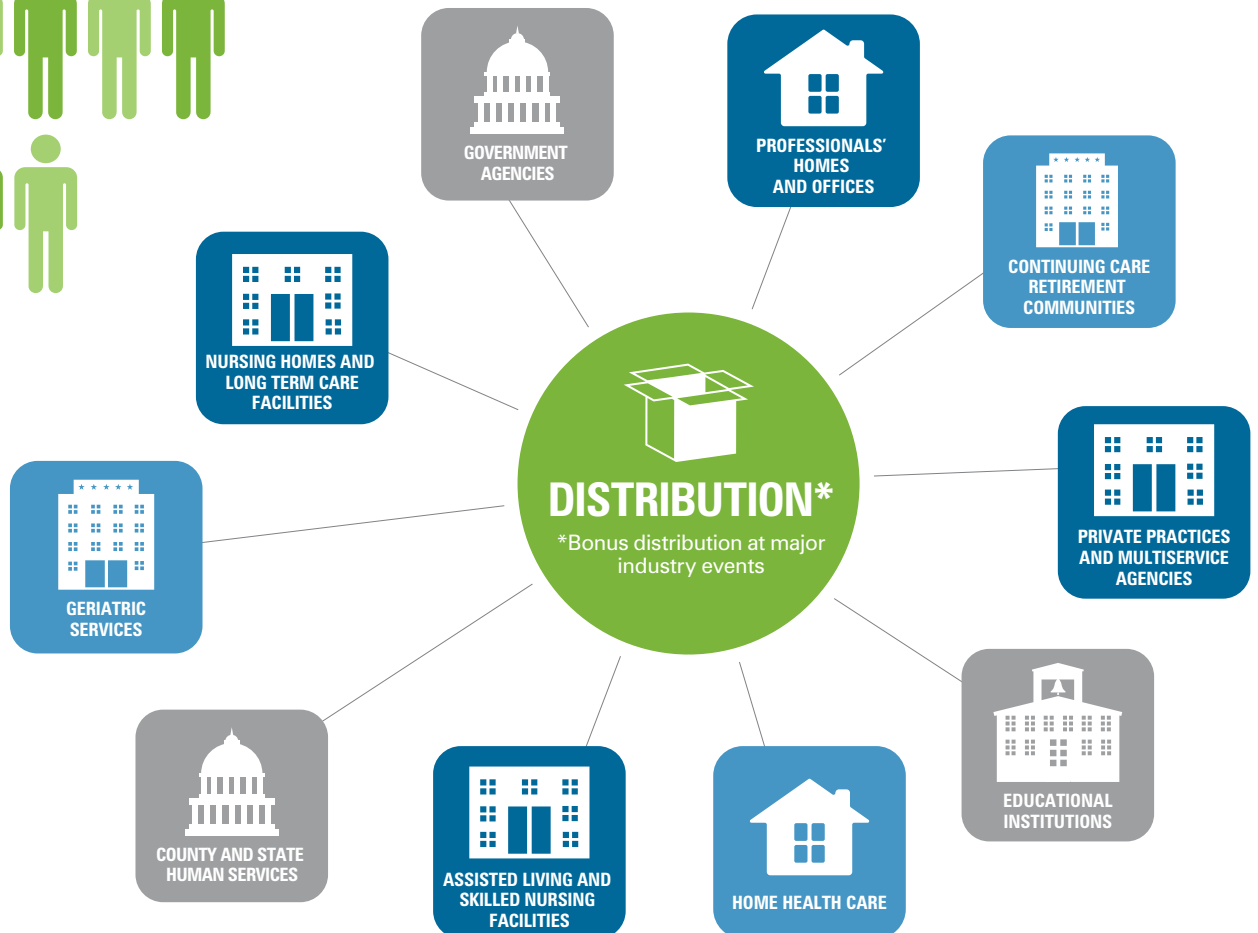
 [@TodaysGeriMed](https://twitter.com/TodaysGeriMed)

Today's Geriatric Medicine's audience comprises:

- Geriatricians
- Primary care physicians and psychiatrists
- Nurse practitioners and physician assistants
- Nurses
- Pharmacists
- Educators
- Psychologists
- Professional geriatric care managers
- Gerontologists
- Counselors
- Physical, respiratory, and occupational therapists
- Social workers
- Dietitians
- Facility administrators
- Directors of nursing
- Managers/supervisors
- Case managers
- Students



\*Publisher's Data  
\*\*Google Analytics



	FEATURES	DEPARTMENTS	DEADLINES	BONUS DISTRIBUTION	SPECIAL
January/ February	Hepatic Disease Diabetes Self-Management Parkinson's Disease	Medication Monitor Alzheimer's Update Nutrition Innovations in Geriatrics	<b>SPACE:</b> December 11 <b>MATERIAL:</b> January 8 <b>RECRUITMENT:</b> January 11	AMDA	Conference Issue
March/ April	Pain Concerns Fitness in Dementia Executive Function	Medication Monitor Research Review Long Term Care Clinical News	<b>SPACE:</b> February 12 <b>MATERIAL:</b> March 5 <b>RECRUITMENT:</b> March 8	ASA AGS	Conference Issue Spring Showcase
May/ June	Osteoporosis Falls Cardiovascular Health	Medication Monitor Innovations in Geriatrics Alzheimer's Update Clinical News	<b>SPACE:</b> April 16 <b>MATERIAL:</b> May 7 <b>RECRUITMENT:</b> May 10		Education Guide
July/ August	Diabetes Assistive Devices Technology	Medication Monitor Nutrition Research Review Clinical News	<b>SPACE:</b> June 18 <b>MATERIAL:</b> July 9 <b>RECRUITMENT:</b> July 12	AADE	Conference Issue
September/ October	Nutrition Care Transitions Polypharmacy	Medication Monitor Long Term Care Alzheimer's Update Research Review	<b>SPACE:</b> August 13 <b>MATERIAL:</b> September 3 <b>RECRUITMENT:</b> September 6	FNCE ASCP GSA	Conference Issue Fall Showcase
November/ December	End-of-Life Care Wound Care Rehabilitation	Medication Monitor Clinical News Nutrition Innovations in Geriatrics	<b>SPACE:</b> October 8 <b>MATERIAL:</b> October 29 <b>RECRUITMENT:</b> November 1		2019 Product Spotlight

\* Subject to change

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

SIZE	OPEN	3X	6X	9X	12X	18X
Full Page	\$7,660	\$7,375	\$7,105	\$6,905	\$6,645	\$6,380
2/3 Page	\$6,475	\$6,240	\$6,025	\$5,845	\$5,665	\$5,495
1/2 Page Vert	\$5,165	\$5,040	\$4,910	\$4,850	\$4,715	\$4,575
1/2 Page Horiz	\$4,960	\$4,805	\$4,705	\$4,615	\$4,495	\$4,385
1/3 Page	\$4,460	\$4,355	\$4,275	\$4,140	\$4,040	\$3,940
1/4 Page Horiz	\$4,125	\$4,000	\$3,940	\$3,855	\$3,800	\$3,695
1/4 Page Vert	\$3,745	\$3,640	\$3,615	\$3,550	\$3,520	\$3,445
Print Banner	\$2,130	\$2,090	\$2,045	\$2,010	\$1,990	\$1,955

All print advertisements receive double exposure through our digital companion, which is posted on our website, [www.TodaysGeriatricMedicine.com](http://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:** \$1,850

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.

**DATEBOOK**

1 insertion: \$395; 2 insertions: \$370 each; 3 or more: \$340 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at [www.TodaysGeriatricMedicine.com/terms](http://www.TodaysGeriatricMedicine.com/terms).

**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.



( Sample Belly Band )



( Sample resource guide ad, actual size )

## Resource Guides

The *Today's Geriatric Medicine* Annual Education Resource Guide provides a prominent platform for advertisers' schools and their educational programs while assisting our influential audience of professionals with their decisions on continuing their education.

Featured in our May/June issue, the *Today's Geriatric Medicine* Annual Education Resource Guide will reach health professionals looking to further their careers as well as the undergraduate students from more than 400 colleges and universities looking to advance their education.

### All Resource Guide Listings Include:

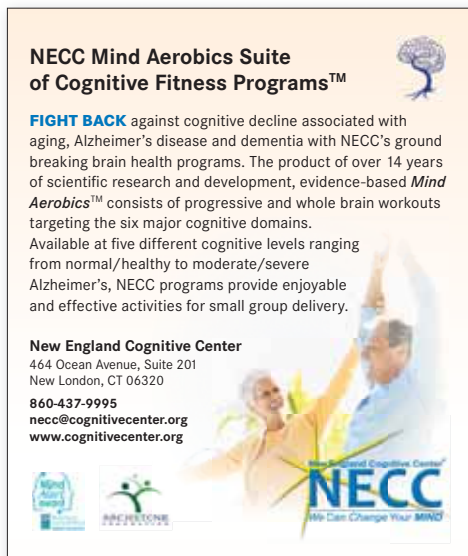
- 2.22" x 2.75" four-color ad space, formatted 9 ads to a printed page
- Contact information and logo (300 dpi)
- Up to 40 words of copy
- Added exposure in the interactive digital edition
- A 12-month online listing on our website, with direct links to any website or webpage

**2018 Resource Guide Issue**

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**MAY/JUNE:** Education Guide

All for only \$975



( Sample showcase ad at 65%, actual size is roughly 3.45" x 4" )

## Product & Service Showcases

*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 influential professionals who provide care to the 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

**2018 Showcase Issues**

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**MARCH/APRIL:** Spring Showcase

**SEPTEMBER/OCTOBER:** Fall Showcase

All for only \$1,850

### Full Banner (Top)

(468 × 60 pixels)

Open	\$1,860
3x	\$1,820
6x	\$1,785
9x	\$1,740
12x	\$1,695

### Leaderboard\*

(728 × 90 pixels)

Open	\$2,445
3x	\$2,390
6x	\$2,345
9x	\$2,295
12x	\$2,230

### Medium Rectangle\*

(300 × 250 pixels)

Open	\$2,265
3x	\$2,215
6x	\$2,170
9x	\$2,125
12x	\$2,060

### Wide Skyscraper\*

(160 × 600 pixels)

Open	\$2,710
3x	\$2,675
6x	\$2,620
9x	\$2,570
12x	\$2,495

### 3:1 Rectangle\*

(300 × 100 pixels)

Open	\$1,635
3x	\$1,605
6x	\$1,565
9x	\$1,530
12x	\$1,490

### Button\*

(120 × 60 pixels)

Open	\$930
3x	\$915
6x	\$900
9x	\$870
12x	\$855



All ads are **site-wide** 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

### Full Banner

(468 × 60 pixels)  
*Homepage Only*

Open	\$1,215
3x	\$1,190
6x	\$1,165
9x	\$1,135
12x	\$1,107

### 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

**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 interstitial ad,  
850 × 535 pixels )



( Sample intro page 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, and 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:** \$6,415

## 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 and growing audience, and increase numbers of 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

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 run-of-site Wide Skyscraper (160 × 600) banner on the magazine's website

**PRICE:** \$7,765

### 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:** \$6,725

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 stand-alone 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 with an evergreen shelf life and are easily distributed via e-mail, websites, and social media channels.

With packages starting at just \$11,500, 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 to learn more.



## 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:** Dementia
- FEBRUARY:** Fall Prevention (ASA preview)
- MARCH:** Men's Health
- APRIL:** Rehab (ASA wrap/AGS preview)
- MAY:** Bone Health
- JUNE:** Pain Management (AGS wrap)
- JULY:** Diabetes (AADE preview)
- AUGUST:** Wound Care (IAGG wrap)
- SEPTEMBER:** Depression (FNCE preview)
- OCTOBER:** Nutrition
- NOVEMBER:** End-of-Life Care
- DECEMBER:** Stroke



( Sample e-Newsletter )

SIZE	OPEN	3X	6X	9X	12X
<b>Leaderboard*</b> (728 × 90 pixels)	\$2,730	\$2,670	\$2,620	\$2,550	\$2,480
<b>Wide Skyscraper*</b> (160 × 600 pixels)	\$3,075	\$2,985	\$2,925	\$2,860	\$2,775
<b>Medium Rectangle</b> (300 × 250 pixels)	\$2,520	\$2,445	\$2,405	\$2,350	\$2,280
<b>3:1 Rectangle*</b> (300 × 100 pixels)	\$1,805	\$1,750	\$1,720	\$1,690	\$1,630
<b>Full Banner</b> (468 × 60 pixels)	\$1,335	\$1,295	\$1,270	\$1,245	\$1,210
<b>Rectangle*</b> (180 × 150 pixels)	\$1,015	\$980	\$965	\$940	\$910

\* 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 geriatrics 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:** \$4,815  
 \$395 per 1,000 names for quantities under 12,000



( Sample e-mail marketing )

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)

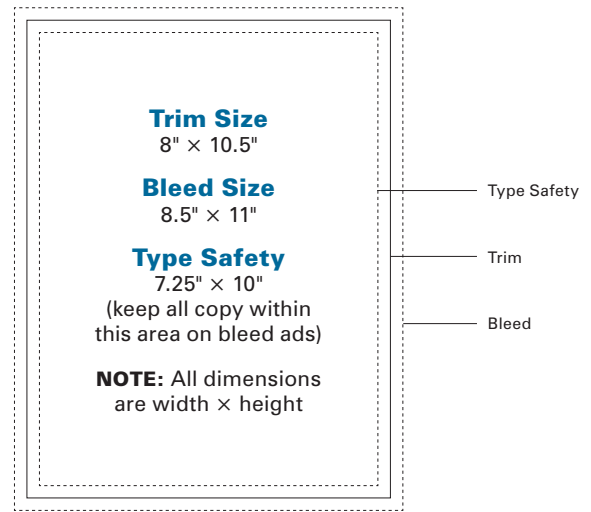
**TOTAL AREA COVERAGE:** Maximum ink density is 300%

**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.

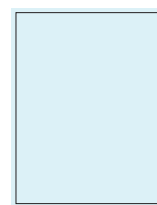
## File Submission

**E-MAIL:** ads@gypub.com  
*For files under 10 MB*

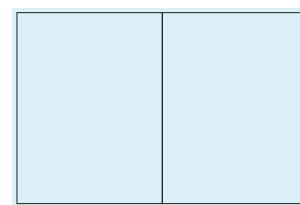
**FTP:** Available for larger files. Please contact your account executive for more information.

**MAIL:** 3801 Schuylkill Road  
Spring City, PA 19475

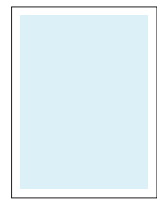
*Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.*



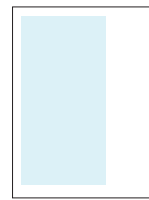
**Full Page (Bleed)**  
8.5" × 11"



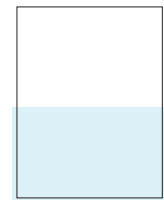
**Spread (Bleed)**  
16.5" × 11"



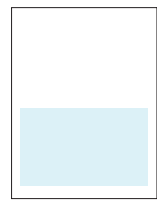
**Full Page (Border)**  
7" × 9.5"



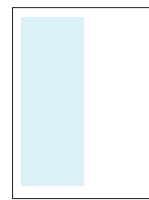
**2/3**  
4.5" × 9.535"



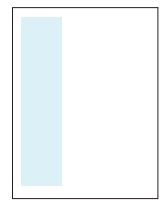
**1/2 (Bleed)**  
8.5" × 5.25"



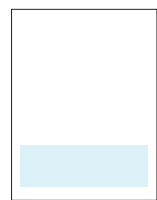
**1/2 Horizontal**  
7" × 4.237"



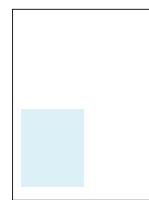
**1/2 Vertical**  
3.415" × 9.535"



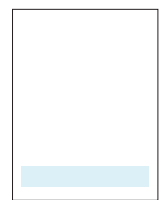
**1/3**  
2.22" × 9.535"



**1/4 Horizontal**  
7" × 2.25"



**1/4 Vertical**  
3.415" × 4.237"



**Print Banner**  
7" × 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 should 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, third-party ad tags. (Note: Files without extensions will not be accepted.)

**NO FLASH CREATIVE WILL 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.

**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.*



## 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 compose 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 subscribers to 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.