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. 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.

www.TodaysGeriatric Medicine.com
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

Published since 2008

- 25,000* subscribers
- 14,500* e-newsletter subscribers
- Average monthly website sessions: 63,520**

*Publisher’s Data
**Google Analytics

DISTRIBUTION*

*Bonus distribution at major industry events
## Editorial Calendar*

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>DEPARTMENTS</th>
<th>DEADLINES</th>
<th>BONUS DISTRIBUTION</th>
<th>SPECIAL</th>
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<tbody>
<tr>
<td><strong>January/February</strong></td>
<td>End-of-Life Care</td>
<td>Alzheimer’s &amp; Dementia</td>
<td>SPACE: December 3</td>
<td>AMDA</td>
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<td></td>
<td>Ambulation</td>
<td>Nursing</td>
<td>MATERIAL: January 2</td>
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<td></td>
<td>Long Term Care</td>
<td>Research Review</td>
<td>RECRUITMENT: January 4</td>
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<tr>
<td><strong>March/April</strong></td>
<td>Wound Care</td>
<td>Medication Monitor</td>
<td>SPACE: February 11</td>
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<td>Balance</td>
<td>Clinical News</td>
<td>MATERIAL: March 6</td>
<td>AGS</td>
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<td>Sleep</td>
<td>Long Term Care</td>
<td>RECRUITMENT: March 8</td>
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<td><strong>May/June</strong></td>
<td>Frailty</td>
<td>Alzheimer’s &amp; Dementia</td>
<td>SPACE: April 15</td>
<td>Education Guide</td>
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<td>Speech Language</td>
<td>Therapy</td>
<td>MATERIAL: May 11</td>
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<td>Nutrition</td>
<td>Research Review</td>
<td>RECRUITMENT: May 13</td>
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<td><strong>July/August</strong></td>
<td>Fall Prevention</td>
<td>Medication Monitor</td>
<td>SPACE: June 17</td>
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<td>Diabetes</td>
<td>Clinical News</td>
<td>MATERIAL: July 10</td>
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<td>Pain</td>
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<td>RECRUITMENT: July 12</td>
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<td><strong>September/October</strong></td>
<td>Education</td>
<td>Alzheimer’s &amp; Dementia</td>
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<td>Innovations &amp; Technology</td>
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<td>Hearing</td>
<td>Long Term Care</td>
<td>RECRUITMENT: September 6</td>
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<td><strong>November/December</strong></td>
<td>Orthopedics</td>
<td>Medication Monitor</td>
<td>SPACE: October 7</td>
<td>2020 Resource Guide</td>
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<td>Cancer</td>
<td>Clinical Matters</td>
<td>MATERIAL: October 30</td>
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<td>Urology</td>
<td>Mental Health</td>
<td>RECRUITMENT: November 1</td>
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* Subject to change

**Print Rates**

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

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<th>6X</th>
<th>9X</th>
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<td>$7,320</td>
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<td>$6,210</td>
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<td>$5,320</td>
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<td>$5,000</td>
<td>$4,860</td>
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<tr>
<td>1/2 Page Horiz</td>
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<td>$4,950</td>
<td>$4,850</td>
<td>$4,755</td>
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<td>$2,155</td>
<td>$2,110</td>
<td>$2,075</td>
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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:** $1,950
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.

**RESOURCE GUIDE LISTINGS:** $995

**DATEBOOK**
1 insertion: $425; 2 insertions: $395 each; 3 or more: $360 each

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

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www.TodaysGeriatricMedicine.com
Resource Guides

*Today’s Geriatric Medicine* Resource Guides are advertising vehicles that combine power with longevity. These cost-effective entries are hyper-targeted, which adds to their potency. Listings maintain their value because they are utilized by professionals year-round as reference tools when looking for the industry’s most reliable companies, product lines, brands, and services. Our Resource Guides deliver key product information to assist and inform professionals making purchasing decisions, along with the direct contact information that can start mutually beneficial business relationships.

**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

All for only $995

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

All for only $1,950
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
High Impact Digital Ad Placements

Billboard Ad
In compliance with new rules that block certain online banner advertising such as pop-ups, interstitials, and takeovers from appearing on widely-used browsers, our newest option offers advertisers the top position on our site with a sizable banner area for messaging, branding, and calls to action. A prominent and exclusive location, a Billboard will position the advertiser to be the first to welcome and inform our frequent website visitors.

MONTHLY PRICE: $7,670

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: $3,145 per issue

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 x 60) within content in our e-Newsletter
- 30-day run-of-site Wide Skyscraper (160 x 600) banner on the magazine’s website

PRICE: $7,995

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

PRICE: $6,925

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.

**High Impact Digital Advertising**

**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 $13,225, 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: Alzheimer's Disease
FEBRUARY: Cancer
MARCH: Mental Health
APRIL: Frailty
MAY: Lung Health
JUNE: Cardiovascular disease
JULY: Diabetes
AUGUST: Long term care
SEPTEMBER: Neurology
OCTOBER: Nutrition
NOVEMBER: End-of-Life Care
DECEMBER: Cancer

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 opt-in list of professional subscribers.

FULL LIST E-BLAST: $4,995
$395 per 1,000 names for quantities under 13,000

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.

www.TodaysGeriatricMedicine.com
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

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 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*

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 (2.292&quot; × 3.948&quot;)</td>
<td>$1,105</td>
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<tr>
<td>1/6 Vertical (2.292&quot; × 4.78&quot;) or 1/6 Horizontal (4.708&quot; × 2.292&quot;)</td>
<td>$1,290</td>
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<td>2/9 Vertical (2.292&quot; × 6.444&quot;) or 2/9 Horizontal (4.708&quot; × 3.125&quot;)</td>
<td>$1,715</td>
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<td>5/18 Vertical (2.292&quot; × 8.094&quot;) or 5/18 Horizontal (4.708&quot; × 3.948&quot;)</td>
<td>$2,050</td>
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<td>1/3 Vertical (2.292&quot; × 9.75&quot;) or 1/3 Horizontal (4.708&quot; × 4.78&quot;)</td>
<td>$2,530</td>
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<td>4/9 (4.708&quot; × 6.444&quot;)</td>
<td>$3,410</td>
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<tr>
<td>Half Page (7.125&quot; × 4.78&quot;)</td>
<td>$4,135</td>
</tr>
<tr>
<td>Full Page (7.125&quot; × 9.75&quot;)</td>
<td>$7,345</td>
</tr>
</tbody>
</table>

* All rates are net.

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

www.TodaysGeriatricMedicine.com
Now more than ever, recruitment options that focus on a specific niche or field are the most efficient and successful ways of finding qualified, experienced professionals in any given specialty.

AlliedHealthCareers.com is the premier online resource for employment opportunities in allied health-related fields. AlliedHealthCareers.com is backed by more than 25 years of experience in bringing together allied health employers and candidates.

We have developed the ultimate niche website for experienced, credentialed allied health professionals and the recruiters looking to hire them.

Exclusive focus on AlliedHealthCareers.com offers an excellent filter for recruiters who want to avoid receiving scores of résumés from unqualified candidates.

With postings starting at only $275 and memberships that provide unlimited postings starting at $1,850, we offer many options that deliver our audience of professionals to your openings and drive traffic to your online listings or website.

Digital Recruitment Packages*

<table>
<thead>
<tr>
<th>Standard Package</th>
<th>Welcome Package</th>
<th>Premium Package</th>
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</thead>
<tbody>
<tr>
<td>• Feature Employer logo on AlliedHealthCareers.com</td>
<td>• Digital Edition Welcome Page ad</td>
<td>• Featured Employer logo on AlliedHealthCareers.com</td>
</tr>
<tr>
<td>• Full Banner on Today’s Geriatric Medicine website</td>
<td>• Featured Employer logo on AlliedHealthCareers.com</td>
<td>• 30-day job posting on AlliedHealthCareers.com</td>
</tr>
<tr>
<td>• Banner on monthly e-Newsletter</td>
<td>• 30-day job posting on AlliedHealthCareers.com</td>
<td>• 3:1 Banner on <a href="http://www.TodaysGeriatricMedicine.com">www.TodaysGeriatricMedicine.com</a></td>
</tr>
<tr>
<td><strong>PRICE:</strong> $2,995</td>
<td><strong>PRICE:</strong> $3,595</td>
<td><strong>PRICE:</strong> $6,995</td>
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*All packages can be upgraded to include a print ad and the total recruitment solution. Contact your account executive for details.