Today’s Geriatric Medicine offers advertisers a unique opportunity to connect with a 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. For advertisers and recruiters seeking brand visibility that reaches influential professionals, our media network offers various avenues proven effective in delivering key messages, information, and career opportunities to the many health professionals who treat older adults.

**DISPLAY  Double your exposure**
Simultaneous appearances in both the print and digital issues double your exposure with our readers. Our flagship print publication is a powerful vehicle to reach our loyal audience of 25,000 print subscribers. Each issue of Today’s Geriatric Medicine also features a mobile-ready digital edition, which is delivered via e-mail to our digital subscribers and posted on our high-traffic website. Your print ad also appears in the digital edition, adding live links that connect readers to the landing pages of your choice.

**WEBSITE  Maintain a consistent presence**
Our website hosts an abundance of relevant and timely content that readers come back to over and over again for research, reference, and expert insights. Banner ads and sponsored content online advertising opportunities put your message directly in the sights of professionals.

**E-MAIL  Direct to readers’ inboxes**
The most powerful and direct way to connect with our audience electronically, our e-mail subscriber lists are valuable for advertisers looking to have their unique message delivered directly to the inboxes of our readers.

**E-NEWSLETTER  Monthly and beyond**
Our monthly e-Newsletter is delivered to the inboxes of opted-in subscribers who want the most current news available. Banner ads place your message alongside our highly sought-after content.

**DIRECT MAIL  Reach readers at their homes or offices**
Send your collateral materials directly to our subscribers via mail. Ask your account executive about the variety of options we have to get your brochures, spec sheets, or other printed materials into the hands of professionals.

**WEBINARS  Educate your audience**
Work with us to produce a webinar that educates professionals on a specific topic area or subject matter that highlights what you want our audience to know. Whether you host the webinar yourself or allow us to do so, we’ll promote the event to our audience and get qualified people to attend.

**CUSTOM CONTENT  Distribute specialized information**
Whether it is developing content for a webinar, symposium, or training or educational materials, Today’s Geriatric Medicine is equipped to assist with all aspects of developing your custom content.

**SOCIAL MEDIA  Expand community outreach**
Today’s Geriatric Medicine has a powerful and active social media presence among geriatricians and other health care professionals. Our Facebook and Twitter platforms can be used as part of multichannel campaigns or as targeted advertising campaigns.
OUR AUDIENCE

- 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
- Nursing directors
- Managers/supervisors
- Case managers

Distribution

Bon distribution at major industry events

25,000* Subscribers

58,124** Average Monthly Website Sessions

14,300* e-Newsletter Subscribers

Published Since 2008

*Publisher’s Data
**Google Analytics
EDITORIAL CALENDAR

JANUARY/FEBRUARY
Features
Kidney Health
Cardiovascular Disease
Eating Disorders
Departments
Mental Health
Clinical Matters
Frailty
Special Platform
Winter Showcase
SPACE DEADLINE: 1/4/21

MARCH/APRIL
Features
Bleeding Disorders
Nutrition
Long Term Care
Departments
Education
Sexual Health
Technology
ASA Conference Issue
SPACE DEADLINE: 2/12/21

MAY/JUNE
Features
Alzheimer’s Disease
Osteoporosis
Stroke Therapy
Departments
Medication Monitor
Clinical Matters
Technology
Special Platform
Summer Showcase
AGS Conference Issue
SPACE DEADLINE: 4/9/21

JULY/AUGUST
Features
Nutrition
A-Fib
Pain
Departments
Clinical Matters
Mental Health
Fall Prevention
ADCES Conference Issue
SPACE DEADLINE: 6/11/21

SEPTEMBER/OCTOBER
Features
Fitness
Lung Health
Oral Health
Departments
Medication Monitor
Clinical Matters
Research
Special Platform
Fall Showcase
FNCE® Conference Issue
SPACE DEADLINE: 8/6/21

NOVEMBER/DECEMBER
Features
Hepatitis
Dementia
Cancer
Departments
Clinical Matters
Therapy
End of Life Care
Special Platform
Annual Resource Guide
ASCP and GSA Conference Issue
SPACE DEADLINE: 10/8/21

Please contact your account executive for material deadlines at sales@gvpub.com.
## PRINT RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>OPEN</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$8,540</td>
<td>$8,225</td>
<td>$7,915</td>
<td>$7,690</td>
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<td>$6,965</td>
<td>$6,710</td>
<td>$6,510</td>
<td>$6,315</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>$5,765</td>
<td>$5,615</td>
<td>$5,475</td>
<td>$5,405</td>
<td>$5,250</td>
</tr>
<tr>
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<td>$5,370</td>
<td>$5,240</td>
<td>$5,160</td>
<td>$5,020</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,985</td>
<td>$4,845</td>
<td>$4,785</td>
<td>$4,620</td>
<td>$4,505</td>
</tr>
<tr>
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<td>$4,460</td>
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<td>$4,285</td>
<td>$4,215</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
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<td>$4,065</td>
<td>$4,030</td>
<td>$3,975</td>
<td>$3,920</td>
</tr>
<tr>
<td>Print Banner</td>
<td>$2,380</td>
<td>$2,335</td>
<td>$2,285</td>
<td>$2,240</td>
<td>$2,135</td>
</tr>
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</table>

### PREMIUM PLACEMENT

<table>
<thead>
<tr>
<th>BACK COVER: +30%</th>
<th>INSIDE FRONT COVER: +25%</th>
<th>PAGE 3: +25%</th>
<th>INSIDE BACK COVER: +20%</th>
</tr>
</thead>
</table>

### OPPosite TABLE OF CONTENTS: +20%  OPPOSITE MASTHEAD: +20%  Franchise OR OTHER PREFERRED POSITIONS: +10% to 15%  Conference Issues: +10%

### SHOWCASE AD: $2,155
Contact your account executive for details.

### RESOURCE GUIDE LISTINGS: $1,100
Contact your account executive for details.

### DATEBOOK: 1 insertion: $460; 2 insertions: $430 each; 3 or more: $390 each

### BELLYBANDS, COVER STICKERS, FRENCH GATES, INSERTS, POLYBAGS, OR SPECIAL REQUESTS
Contact your account executive for details.

No print cancellations accepted 30 days before published deadline. Specific cancellation terms and conditions can be found at www.TodaysGeriatricMedicine.com/terms. No print cancellations permitted with premium positions. Premium position supersedes any page separation requests.
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 $1,100

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 advertisers’ 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 $2,155

Understanding Aging
Earn a master’s degree or graduate certificate in gerontology online.

- Gerontology-related careers projected to grow 8.3 percent in the next five years
- Older adults are the fastest-growing segment of the U.S. population
- Curriculum aligns with the Association for Gerontology in Higher Education

Global Health Products, Inc.
1.800.638.2870
www.globalhp.com

Get Your Wound Healing Moving in the Right Direction!

PUSH is a patented blend of powdered collagen dipeptides that helps reduce heal time. Highly concentrated Proline-Hydroxyproline (PO) and Hydroxyproline-Glycine (OG) team up to form a dipeptide that is not easily degraded. The dipeptides send out signals to cells to energize the collagen peptide productions by fibrocytes and chondrocytes and promote the growth of hyaluronic acid. This stimulates cell division and aids in wound healing.

Global Health Products, Inc.
1.800.638.2870
www.globalhp.com

Injection Aid
Conquer the anxiety of injections with the Injection Aid, the device that reduces the discomfort during injections.

Syringe Magnifier
One-piece syringe magnifier that holds syringe and insulin bottles for easy loading. Provides extra hand and visual help.

World Class Healthcare Products
AMBI MED INC
Capitola, California USA
Phone/Fax: 831 475-1765 • info@ambimedinc.com
www.ambimedinc.com

Injection Aid

Syringe Magnifier
**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.

**Website Sponsored Content**
Sponsor receives content control of native advertising posted on our magazine’s website for 30 days, which 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:** $3,145

All ads are sitewide unless otherwise noted.
E-NEWSLETTER RATES

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: Glaucoma | JULY: Liver Health |
| FEBRUARY: Heart Health | AUGUST: Psoriasis |
| MARCH: Colorectal Cancer | SEPTEMBER: Ovarian Cancer |
| APRIL: Irritable Bowel Syndrome | OCTOBER: Breast Cancer |
| MAY: Hypertension | NOVEMBER: Diabetes |
| JUNE: Alzheimer’s Disease | DECEMBER: Mental Health |

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: $5,555
$445 per 1,000 names for partial deployments.

AD SIZE

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>OPEN</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 × 90 pixels)</td>
<td>$3,050</td>
<td>$2,980</td>
<td>$2,920</td>
<td>$2,850</td>
<td>$2,760</td>
</tr>
<tr>
<td>Wide Skyscraper (160 × 600 pixels)</td>
<td>$3,425</td>
<td>$3,330</td>
<td>$3,265</td>
<td>$3,190</td>
<td>$3,095</td>
</tr>
<tr>
<td>Medium Rectangle (300 × 250 pixels)</td>
<td>$2,810</td>
<td>$2,725</td>
<td>$2,685</td>
<td>$2,630</td>
<td>$2,540</td>
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<tr>
<td>3:1 Rectangle (300 × 100 pixels)</td>
<td>$2,015</td>
<td>$1,950</td>
<td>$1,920</td>
<td>$1,890</td>
<td>$1,820</td>
</tr>
<tr>
<td>Full Banner (468 × 60 pixels)</td>
<td>$1,490</td>
<td>$1,445</td>
<td>$1,420</td>
<td>$1,395</td>
<td>$1,350</td>
</tr>
<tr>
<td>Rectangle (180 × 150 pixels)</td>
<td>$1,130</td>
<td>$1,090</td>
<td>$1,075</td>
<td>$1,050</td>
<td>$1,020</td>
</tr>
</tbody>
</table>

Banner positions not fixed, but based on content distribution.

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. Ask about High-Impact Digital Ad Placements for special package pricing and high-visibility placements.
CUSTOM DIGITAL SUPPLEMENTS

Excellent for companies promoting new products or programs, white papers, case studies, or advertorial pieces.

SPONSORSHIP OPTIONS

OPTION 1
Advertiser supplies content, and Today's Geriatric Medicine formats provided content into a digital magazine-style format

- PAGE COUNT: Up to 10 PAGES (Client ad placements will count toward the total page count.)
- RICH MEDIA OPTIONS: Video, audio, Flash animation

Rate includes full marketing support: $14,860

OPTION 2
Advertiser chooses a selected topic or specialty for the editorial content

- Today’s Geriatric Medicine’s editorial team will produce content related to the chosen topic
- Specific interviews can be conducted, if requested, with provided sources from the advertiser
- We will format into a digital magazine-style supplement
- PAGE COUNT: Up to 10 PAGES (Client ad placements will count toward the total page count.)
- RICH MEDIA OPTIONS: Video, audio, Flash animation

Rate includes full marketing support: $20,785

MARKETING SUPPORT INCLUDES...

- Piece will be hosted on Today’s Geriatric Medicine’s website, www.TodaysGeriatricMedicine.com
- One FULL e-BLAST will be sent to Today’s Geriatric Medicine’s entire list of opt-in professionals
- A FULL BANNER that is linked to the supplement will appear in the next available edition of Today’s Geriatric Medicine’s monthly e-newsletter
- 30-DAY (300 x 100) Rectangle Banner will appear on Today’s Geriatric Medicine’s website, which will be linked to the advertiser’s supplement
- Social media marketing support through Facebook and Twitter

A LA CARTE ITEMS

- Additional pages: $525 per page
- Additional months of the website banner (linked to supplement): $785 per month

Please contact your account executive about other custom options that are available.
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.

All for only $8,255 a month

INTRO PAGE AD

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.

All for only $3,385

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: $8,710

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: $7,530
WEBINAR SPONSORSHIP PACKAGES

Webinars are now one of the most popular platforms for dynamic content distribution. Today’s Geriatric Medicine is offering webinar sponsorship opportunities for companies looking for a unique, exclusive venue to reach our influential audience of elder care professionals. Webinars can be hosted and facilitated either by the sponsoring companies or by Today’s Geriatric Medicine.

PROMOTION

Today's Geriatric Medicine promotes sponsor’s webinar

Includes the following for webinars, with sponsor company providing presenter and event hosting:

* Inclusion in monthly e-Newsletter promotion blast
* Two to three individual registration blasts promoting the live event/webinar and the company
* 30-day banner ad on Today’s Geriatric Medicine website linking to webinar registration
* Webinar to reside on website for 12 months
  - First month after event on home page as a banner linking to webinar
  - Subsequent 11 months will have link from home page via our Webinar/Podcast button
* Social media outreach through Facebook and Twitter

ALL FOR ONLY $14,995

HOSTING

Today’s Geriatric Medicine promotes and facilitates webinar

Includes Webinar Promotion package

* Hosting the live event on webcast platform
* Dedicated moderator
* Detailed metrics of viewers
* Inclusion in monthly e-Newsletter promotion blast
* Two to three individual registration blasts promoting the live event/webinar and the company
* 30-day banner ad on Today’s Geriatric Medicine website linking to webinar registration
* Webinar to reside on website for 12 months
  - First month after event on home page as a banner linking to webinar
  - Subsequent 11 months will have link from home page via our Webinar/Podcast button
* Social media outreach through Facebook and Twitter

ALL FOR ONLY $22,750

CONTENT DEVELOPMENT

Today’s Geriatric Medicine develops, facilitates and promotes webinar to sponsor’s specifications

Includes everything in the Promotion and Hosting packages

* Working with sponsor to generate topic framework
* Engagement of subject matter expert to present
* Assist in preparation of slide deck
* Inclusion in monthly e-Newsletter promotion blast
* Two to three individual registration blasts promoting the live event/webinar and the company
* 30-day banner ad on Today’s Geriatric Medicine website linking to webinar registration
* Webinar to reside on website for 12 months
  - First month after event on home page as a banner linking to webinar
  - Subsequent 11 months will have link from home page via our Webinar/Podcast button
* Social media outreach through Facebook and Twitter
* Hosting the live event on webcast platform
* Dedicated moderator
* Detailed metrics of viewers
* Includes webinar promotion package

ALL FOR ONLY $29,500*

*Additional fees for presenter may apply
PRINT 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 $275 per hour. Revisions to artwork will be charged at a rate of $105 per hour.

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

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 one week before the Material Deadline for the issue in which it will run. Send to address under File Submission.
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 $385 per hour. E-blast corrections will be charged at a rate of $140 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 $220 per hour. Revisions will be charged at a rate of $85 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 $220 per hour. Revisions will be charged at a rate of $85 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.

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