



 @TodaysGerimed  /TodaysGeriatricMedicine



**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*

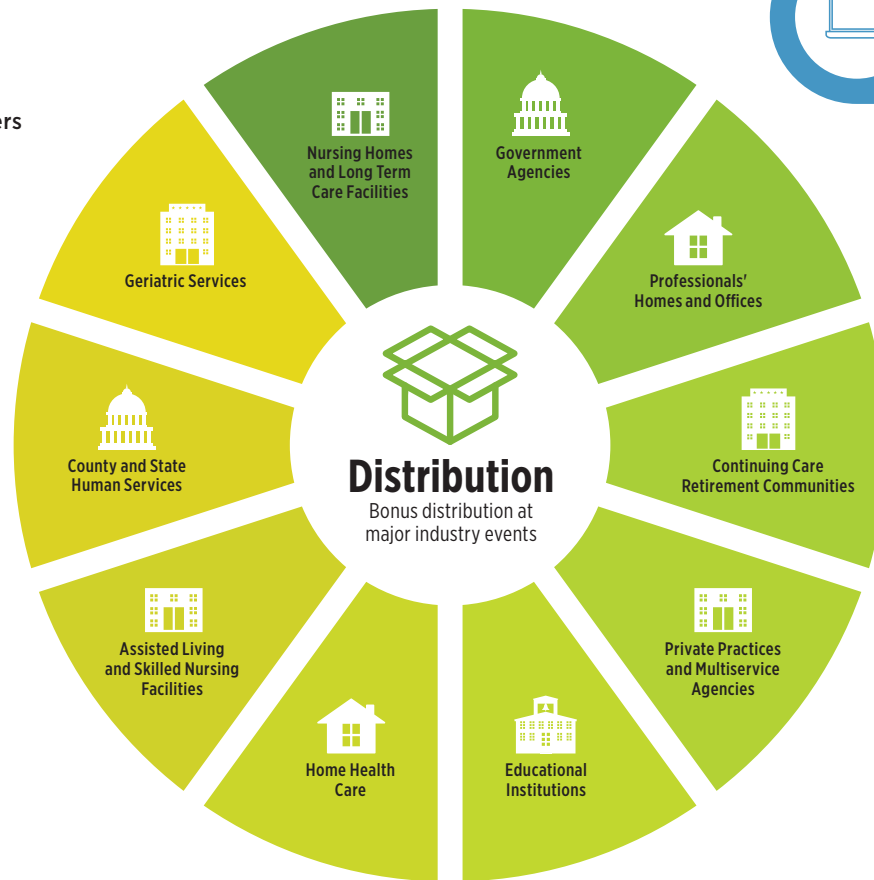
Whether it is developing content for a webinar, symposium, or training or educational materials, **Today's Geriatric Medicine** is equipped to assist with all aspects of developing your custom content.

## **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



 **25,000\***  
Subscribers

 **58,124\*\***  
Average Monthly Website Sessions

 **14,300\***  
e-Newsletter Subscribers

 Published Since  
**2008**

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

Please contact your account executive for material deadlines at [sales@gvpub.com](mailto:sales@gvpub.com).

## 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**

## PRINT RATES

AD SIZE	OPEN	3X	6X	9X	12X
Full Page	\$8,540	\$8,225	\$7,915	\$7,690	\$7,410
2/3 Page	\$7,220	\$6,965	\$6,710	\$6,510	\$6,315
1/2 Page Vertical	\$5,765	\$5,615	\$5,475	\$5,405	\$5,250
1/2 Page Horizontal	\$5,530	\$5,370	\$5,240	\$5,160	\$5,020
1/3 Page	\$4,985	\$4,845	\$4,785	\$4,620	\$4,505
1/4 Page Horizontal	\$4,575	\$4,460	\$4,405	\$4,285	\$4,215
1/4 Page Vertical	\$4,180	\$4,065	\$4,030	\$3,975	\$3,920
Print Banner	\$2,380	\$2,335	\$2,285	\$2,240	\$2,135

### 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.

**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](http://www.TodaysGeriatricMedicine.com/terms).

## 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 **\$1,100**

#### 2021 Resource Guide Issue

**NOVEMBER/DECEMBER:**  
Annual Resource Guide

**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.k-state.edu/gerontology

**KANSAS STATE UNIVERSITY**  
Global Campus

( Sample Resource Guide ad, actual size )

## 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 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**

#### 2021 Showcase Issues

**JANUARY/FEBRUARY:**  
Winter Showcase  
**MAY/JUNE:**  
Summer Showcase  
**SEPTEMBER/OCTOBER:**  
Fall Showcase

**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

( Sample Showcase ad at 70%, actual size is roughly 3.45" x 4" )

## WEBSITE RATES

### Full Banner (Top) (468 x 60 pixels)

Open	<b>\$2,375</b>
3x	<b>\$2,315</b>
6x	<b>\$2,270</b>
9x	<b>\$2,210</b>
12x	<b>\$2,155</b>

### Wide Skyscraper (160 x 600 pixels)

Open	<b>\$3,455</b>
3x	<b>\$3,400</b>
6x	<b>\$3,335</b>
9x	<b>\$3,270</b>
12x	<b>\$3,180</b>

### Leaderboard (728 x 90 pixels)

Open	<b>\$3,110</b>
3x	<b>\$3,045</b>
6x	<b>\$2,980</b>
9x	<b>\$2,920</b>
12x	<b>\$2,835</b>

### Medium Rectangle (300 x 250 pixels)

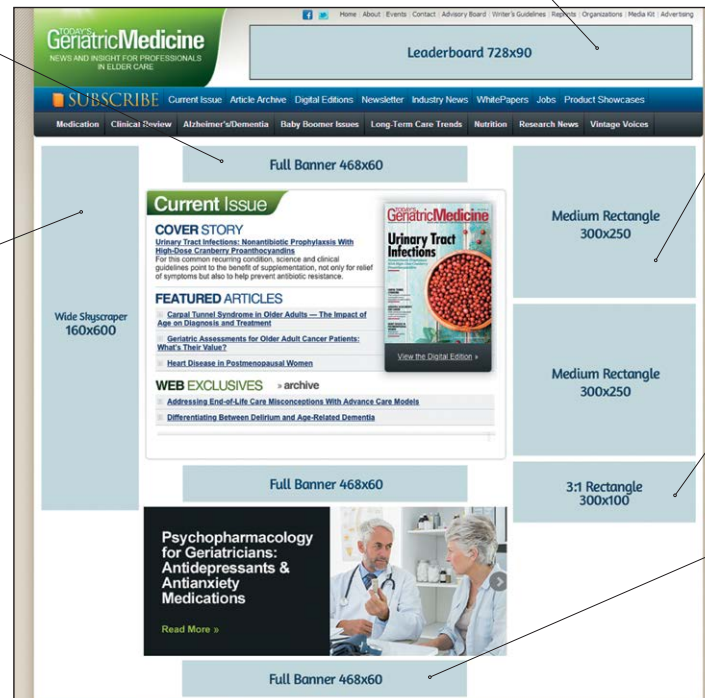
Open	<b>\$2,880</b>
3x	<b>\$2,820</b>
6x	<b>\$2,760</b>
9x	<b>\$2,705</b>
12x	<b>\$2,620</b>

### 3:1 Rectangle (300 x 100 pixels)

Open	<b>\$2,075</b>
3x	<b>\$2,045</b>
6x	<b>\$1,995</b>
9x	<b>\$1,940</b>
12x	<b>\$1,895</b>

### Full Banner (468 x 60 pixels) *Homepage Only*

Open	<b>\$1,545</b>
3x	<b>\$1,510</b>
6x	<b>\$1,485</b>
9x	<b>\$1,450</b>
12x	<b>\$1,405</b>



### 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.**

**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.



## 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

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

Banner positions not fixed, but based on content distribution.



( Sample e-Newsletter )

## 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.

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](http://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**



( Sample billboard ad,  
970 × 250 pixels )

### 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**



( Sample intro page ad )

### 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
  1. First month after event on home page as a banner linking to webinar
  2. 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
  1. First month after event on home page as a banner linking to webinar
  2. 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
  1. First month after event on home page as a banner linking to webinar
  2. 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

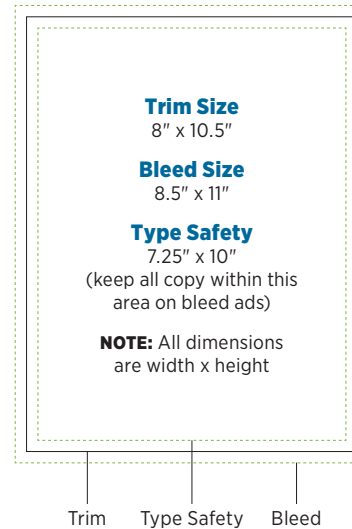
**E-MAIL:** ads@gvpub.com  
For files under 10 MB

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

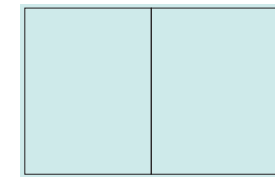
**MAIL:** 3801 Schuylkill Road  
Spring City, PA 19475

### 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.



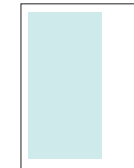
**Full Page (Bleed)**  
8.5" x 11"



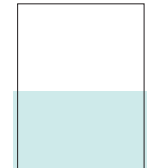
**Spread (Bleed)**  
16.5" x 11"



**Full Page (Border)**  
7" x 9.5"



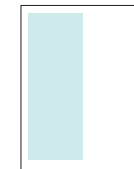
**2/3**  
4.5" x 9.535"



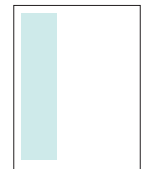
**1/2 (Bleed)**  
8.5" x 5.25"



**1/2 Horizontal**  
7" x 4.237"



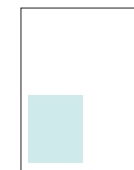
**1/2 Vertical**  
3.415" x 9.535"



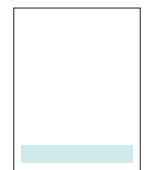
**1/3**  
2.22" x 9.535"



**1/4 Horizontal**  
7" x 2.25"



**1/4 Vertical**  
3.415" x 4.237"



**Print Banner**  
7" x 1.125"

## DIGITAL SPECIFICATIONS

### 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.