

1. *Living Well* is delivered to over **43,000 subscribers** quarterly. Nearly 18,000 receive it through U.S. Mail; the remainder receive it electronically. It is also available at many local medical practices.
2. Advertising in *Living Well* is a **very cost-effective** way to reach the 60 and older demographic. This group is projected to experience tremendous growth over the next twenty years as the Baby Boom generation retires.
3. *Living Well* reaches over 60% of people age 60 and over in the Aging Partners eight-county area. It is a respected resource for objective information on the many challenges and opportunities of aging.
4. Aging Partners directly serves seniors and their caregivers in Butler, Fillmore, Lancaster, Polk, Saline, Saunders, Seward and York counties in Nebraska. *Living Well* is available at all the senior centers in the area.
5. Aging Partners has been a trusted resource since 1971. We know the needs of older adults and are connected to many human service organizations.
6. *Living Well* can be accessed worldwide from the homepage of the Aging Partners website (aging.lincoln.ne.gov). Just click on the *Living Well* graphic. There you will find current and past issues. The *Living Well* page averages from 4,000 to 26,000 unique viewers each month and is growing.
7. In the on-line version of *Living Well*, all ads are hyperlinked to the advertiser's website, (as long as the ad contains a web address).
8. *Living Well* is produced by and for local citizens. The dollars spent producing this magazine stay in Nebraska, contributing to our local economy.
9. Aging Partners is part of the national Area Agencies on Aging (AAAs) network. In Nebraska, Aging Partners is one of eight. *Living Well* is available to all AAAs in Nebraska.



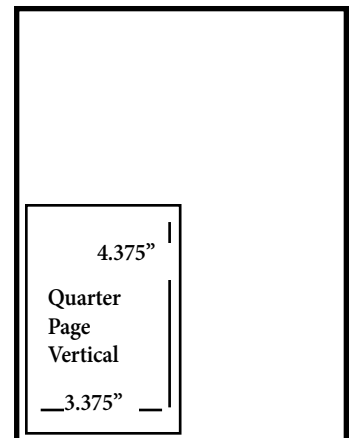
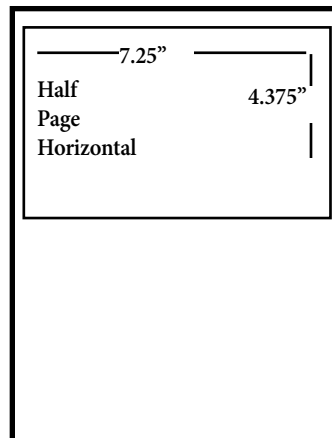
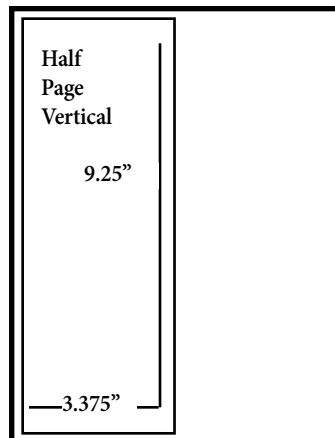
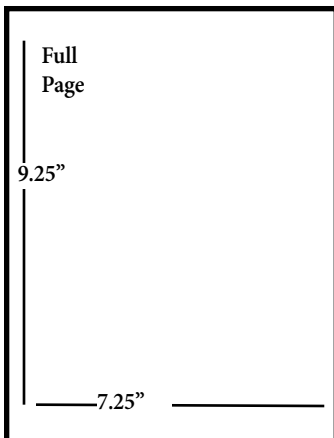
QUESTIONS? PLEASE CALL ANYTIME.

Advertising: Zoe Olson, Editor / (402) 441-6156

Accounts Payable / Mailing List: Deb Baines / (402) 441-6146
aging.lincoln.ne.gov

Submissions: Acceptable formats are PDF, JPG, or EPS (fonts embedded). Ads are due by the 15th of February, May, August and November. For free ad setup, please call Zoe Olson at (402) 441-6156. Send camera ready ad to: zolson@lincoln.ne.gov.

AD DIMENSIONS





LIVING WELL ADVERTISING CONTRACT

Choose from two payment options. Please Note: A signed annual contract offers significant savings and a consistent presence to readers. **Guaranteed placement is available on a first-come/first served basis for contracts paid annually.***

Annual Contract Rates

Choose to pay quarterly, semi-annually or annually.

Full Page *Inside pages only, cover ads sold separately:*

- \$915 Quarterly
 \$1,765 Semi Annual
 \$3,355 Annual
 \$4,195* Reserved Space

Half Page

- \$499 Quarterly
 \$940 Semi Annual
 \$1,785 Annual
 \$2,230* Reserved Space

Quarter Page

- \$265 Quarterly
 \$499 Semi Annual
 \$945 Annual
 \$1,180* Reserved Space

Single Issue Rates

(subject to change without a signed contract)

- Full Page:** \$950
Half Page: \$605
Quarter Page: \$325

Ad Sizes:

- Full Page:** 7.25" x 9.25"
Half Page: 7.25" x 4.375" or
3.375" x 9.25"
Quarter Page: 3.375" x 4.375"

Business: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____ Fax: _____

E-mail: _____ *Space Requested _____

Signature: _____ Date: _____

When you provide a check as payment, you authorize us to use either the information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day you make your payment, and you will not receive your check back from your financial institution.



Mail to: Living Well Magazine, Aging Partners, 1005 "O" Street,
Lincoln, NE 68508-3628 or FAX to: (402) 441-7160