

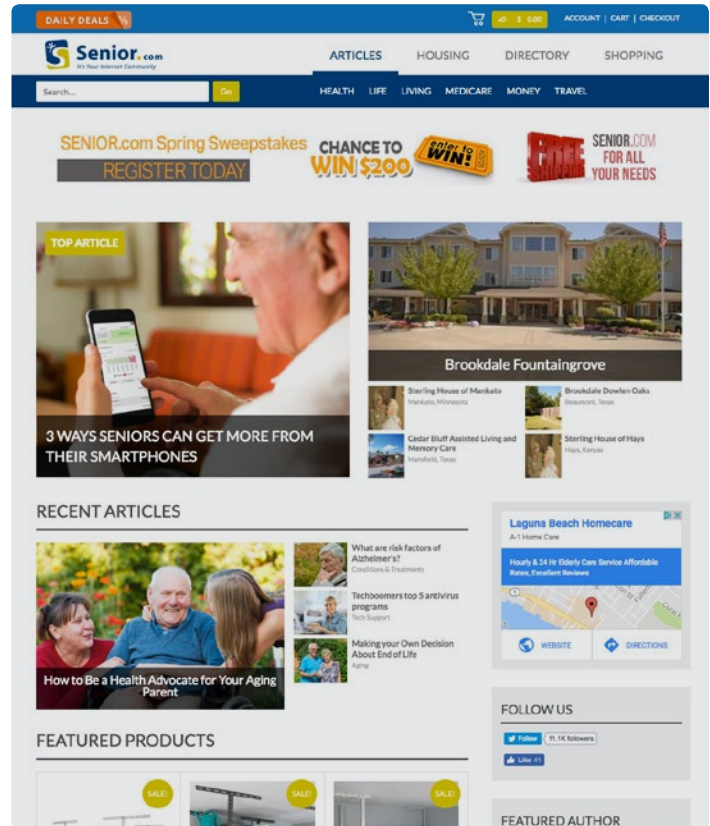


**ONLINE ADVERTISING
MEDIA KIT AND RATE SHEET**

Senior.com

The website built by seniors for seniors

- Senior.com is an information resource and social networking community serving both seniors and caregivers
- Senior.com offers targeted search functions, vertical content channels, community interaction and shopping
- A comprehensive portal for people ages 50 and above
- Expert content published covering a variety of topics requested by our member
- Interactive community and social networking systems
- Environment where our members and visitors can communicate with family and friends
- Environment to research information relevant to daily lives of seniors and caregivers
- Environment to share stories and experiences
- Environment to purchase products and services safely
- Website that reflects the interests and lifestyle of our unique audience demographics and the boomer generation
- Business Directory, Housing Locator, shopping area for products, insurance, and other services safely
- Senior.com and its advertisers benefit from top search engine visibility on thousands of senior related terms. Senior.com can display your marketing message worldwide to all of our members and guests or to targeted visitors by state, city or even zip-code-specific geography.
- Senior.com has been in business for more than 12 years






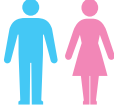



Visitor Traffic

Visitor traffic to all the Senior.com channels websites is approximately per month:

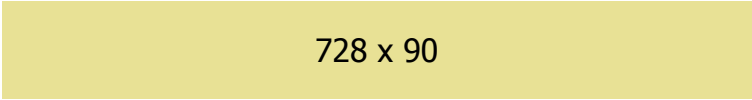
- 250,000 unique visitors
- 935,000 page views
- 4,300,000 ad impressions
- 65,000 social media connections a week

We grow our base visitors each month by using social media, newsletters, targeted emails, a consistent stream of new content and shopping incentives.

Member Demographics

	Registered Members	1,600,000 (approximately)
	Age Range of Members	43 to 93
	Average Age	61.1 Years
	Gender	Men 55% Women 45%
	Locations	83% USA 7% Canada 6% Europe 4% Other
	Employment Status	69% Retired 22% Work Part-time 9% Work Full-time
	Relationship Status	48% Married 32% Single 15% Widowers 5% Engaged

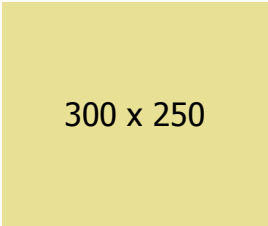
All Banner Ads



728 x 90

Leader Board Banner (728px X 90px)

- Presented at the top of most internal pages and below navigation buttons
 - Static or mild animated banner
 - Size = max 35k
 - 3 ad units
-



300 x 250

Medium Rectangle Banner (300px X 250px)

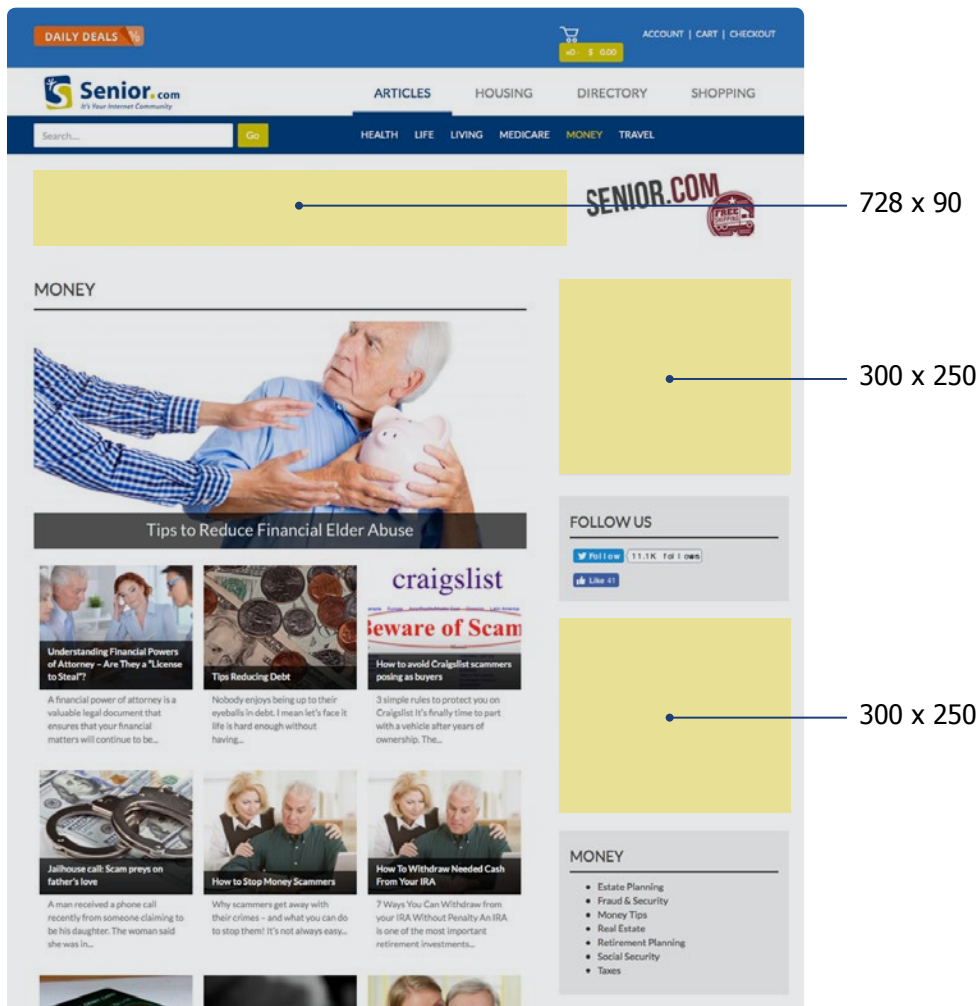
- Presented to the left and right locations on most pages
- Static or mild animated banner
- Size = max 35k
- 3 ad units

Rate Sheet

Monthly flat rate for all banner ads and websites

Monthly Flat Rate			
Monthly	3 months	6 months	12 months
\$500	\$1,350 1 Advertorial	\$2,550 3 Advertorials	\$4,500 6 Advertorials

Ad sizing and location



The screenshot shows the Senior.com website layout with three specific ad placement locations highlighted by yellow boxes and dimension lines:

- 728 x 90:** A horizontal banner ad located at the top right of the page, above the main content area.
- 300 x 250:** A square ad located on the right side of the page, positioned between the 'MONEY' section and the 'FOLLOW US' section.
- 300 x 250:** A square ad located on the right side of the page, positioned below the 'FOLLOW US' section.

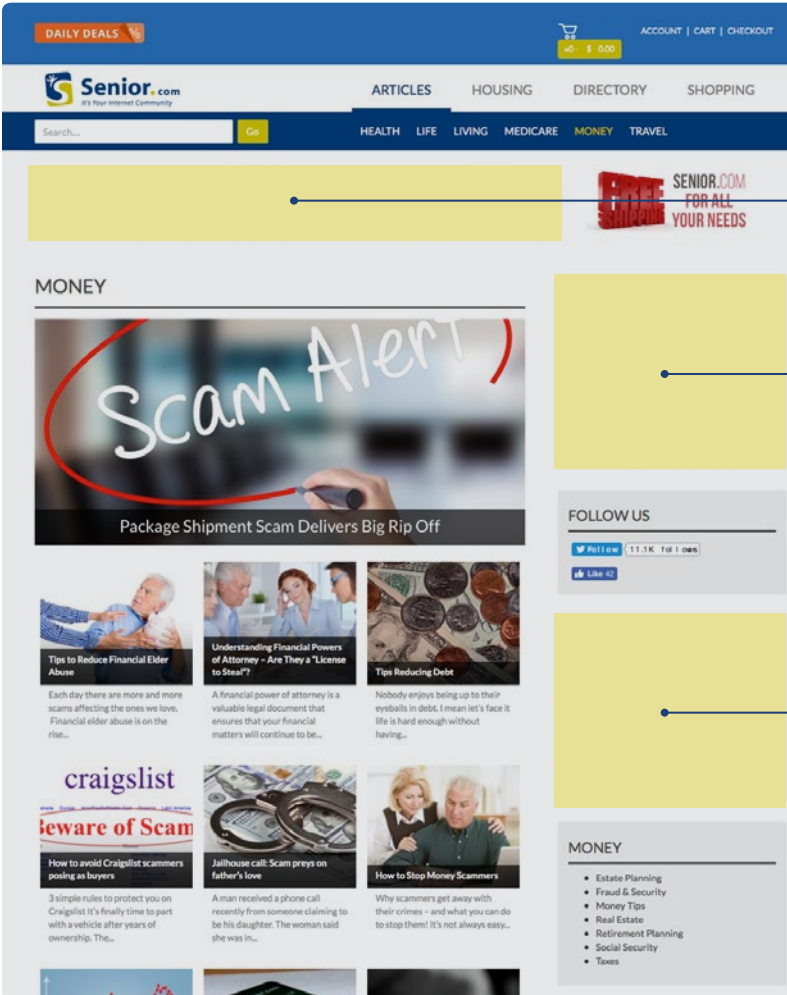
The website content includes a navigation bar with 'DAILY DEALS', 'ARTICLES', 'HOUSING', 'DIRECTORY', and 'SHOPPING'. The main content area features a 'MONEY' section with an article titled 'Tips to Reduce Financial Elder Abuse' and several smaller article thumbnails such as 'Understanding Financial Powers of Attorney', 'Tips Reducing Debt', 'How to avoid Craigslist scammers posing as buyers', 'Jailhouse call: Scam preys on father's love', 'How to Stop Money Scammers', and 'How To Withdraw Needed Cash From Your IRA'. A 'FOLLOW US' section is also visible with social media links for Twitter and LinkedIn.

Rate Sheet

Impressions – geographical (by country, state, city or zip code)

Impressions Rate		
Impressions	CPM	Total Cost
100,000 minimum buy in	\$6.50	\$650

Ad sizing and location

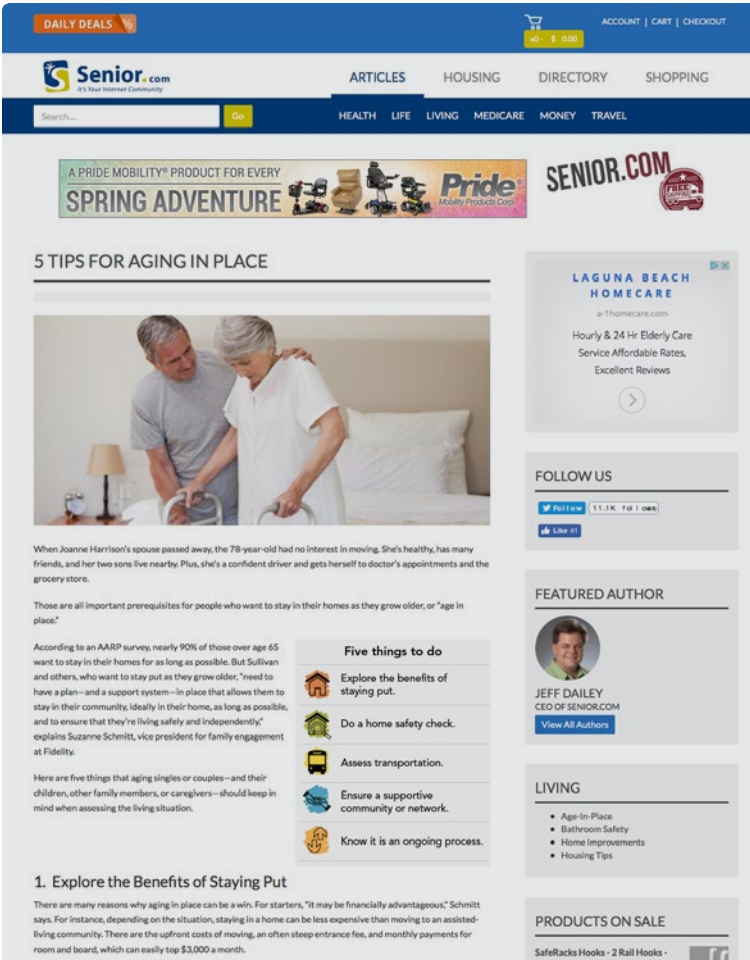


The screenshot shows the Senior.com website interface. A yellow banner at the top right is labeled 728 x 90. A large yellow rectangular area on the right side of the page is labeled 300 x 250. A smaller yellow rectangular area below it is also labeled 300 x 250. The website content includes a search bar, navigation menu (ARTICLES, HOUSING, DIRECTORY, SHOPPING), and various article thumbnails under the 'MONEY' category, such as 'Scam Alert' and 'Package Shipment Scam Delivers Big Rip Off'.

Terms of Agreement

- Advertisers must be reasonably aligned with the mission of Senior.com.
- Banner files must be provided to Senior.com 10 days prior to posting for testing and client review
- Availability on a first-come first-served basis.
- No refunds after posting to the internet.
- No Adult Material
- No Sexual Content
- No Political Ads
- No Objectionable Language

Advertorials Advertising



The screenshot shows a Senior.com article page. At the top, there's a navigation bar with 'DAILY DEALS', 'ACCOUNT | CART | CHECKOUT', and a search bar. Below the navigation, there are categories: ARTICLES, HOUSING, DIRECTORY, SHOPPING, HEALTH, LIFE, LIVING, MEDICARE, MONEY, TRAVEL. A banner for 'PRIDE MOBILITY' is visible. The main article is titled '5 TIPS FOR AGING IN PLACE' and features a photo of an elderly couple. The article text discusses the benefits of staying in place and lists five things to do: explore the benefits of staying put, do a home safety check, assess transportation, ensure a supportive community or network, and know it is an ongoing process. The author is identified as Jeff Dailey, CEO of Senior.com.

Advertorial Insertion	Rate
1 Article	\$200
2 Articles	\$350
4 Articles	\$600

Terms of Agreement

- Advertorials can be no more than 2,000 words
- Any and all links must be embedded in the word doc provided by client
- Videos must be links only to the video provider of choice
- Unlimited impressions and clicks
- SEO can be added to page. Client to provide title, description and keywords (10)
- Availability on a first-come first-served basis
- No refunds after posting to the internet
- No Adult Material
- No Sexual Content
- No Political Ads
- No Objectionable Language

Blog Contributions

Please contact Senior.com for pricing if you are interested in regular blog contributions on behalf of a product or company.

Business Directory Listing

Welcome to the Senior.com Online Business Directory

Find Businesses Listed In The United States - Select a category from the list below

Accountants	Advertising & Media	Arts & Culture
Automotive	Caregiver Services	Chamber of Commerce
Classes	Clothing & Apparel	Community & Civic Organizations
Computers	Contractors	Delivery Services
Education	Employment Services	Entertainment
Financial Services	Food Services	Foundations
Funeral Homes	Gifts & Flowers	Golf Courses
Government	Groceries	Health Care
Home & Garden	Home Care	Home Repair Services
Hospice Care	Hospitals	Insurance - Auto
Insurance - Dental	Insurance - Eye Care	Insurance - Homeowners
Insurance - Life	Insurance - Long Term Care	Insurance - Medical
Legal	Medical Supplies	Moving & Storage

Placement Type	Rate
Premium (1 year)	\$99
Standard (1 year)	\$69
Free	\$0

Terms of Agreement

- Company information will be added to the site
- Unlimited impressions and clicks
- Availability on a first-come first-served basis
- No refunds after posting to the internet
- No Adult Material
- No Sexual Content
- No Political Ads
- No Objectionable Language

Listing Benefits	Premium Listing	Standard Listing	Free Listing
	1-Year Listing	1-Year Listing	1-Year Listing
Listing Summary Display <ul style="list-style-type: none"> • Company Name • Location – City • Location – State • 2 lines of text about your company 	•	•	•
Company Information Page <ul style="list-style-type: none"> • Company Logo • Additional Photos and Images • Phone Number and Fax • Contact Information • Description of Company • View Information • Link to your website • Links to your social media pages or profiles such as Facebook and Twitter 	• (Plus, highlighted with blue background)	• (Plus, highlighted with beige background)	
How We Promote Your Listing <ul style="list-style-type: none"> • Highest placement on search results • Rotating banner ads on Senior.com • Coupon code option for customers • Business directory is promoted weekly through social media 	•		

Housing Directory Listing

247 HOUSING RESULTS FOR

FOUNTAIN VIEW VILLAGE
47.4 miles - Fountain Hills, Arizona

[CHECK AVAILABILITY](#)

- Barber/Beauty Shop
- Bistro/Cafe
- Chapel
- Crafts Room

ARTE RESORT RETIREMENT
53.0 miles - Scottsdale, Arizona

[CHECK AVAILABILITY](#)

- Art Studio
- Barber/Beauty Shop
- Bistro/Cafe
- Bocce Ball

BELMONT VILLAGE SENIOR LIVING SCOTTSDALE
53.5 miles - Scottsdale, Arizona

[CHECK AVAILABILITY](#)

- Barber/Beauty Shop
- Bistro/Cafe
- Central Air-Conditioning
- Clubhouse

MARAVILLA SCOTTSDALE
55.2 miles - Scottsdale, Arizona

[CHECK AVAILABILITY](#)

- Barber/Beauty Shop
- Crafts Room

STERLING HOUSE OF MESA
56.0 miles - Mesa, Arizona

[CHECK AVAILABILITY](#)

- Barber/Beauty Shop
- Crafts Room

BROOKDALE EAST MESA
56.0 miles - Mesa, Arizona

[CHECK AVAILABILITY](#)

- Barber/Beauty Shop
- Crafts Room
- Dining Room
- Games Room

Placement Type	Rate
Premium (1 year)	\$299
Standard (1 year)	\$229
Free	\$0

Terms of Agreement

- Company information will be added to the site
- Unlimited impressions and clicks
- Availability on a first-come first-served basis
- No refunds after posting to the internet
- No Adult Material
- No Sexual Content
- No Political Ads
- No Objectionable Language

Listing Benefits	Premium Listing	Standard Listing	Free Listing
	1-Year Listing	1-Year Listing	1-Year Listing
Listing Summary Display <ul style="list-style-type: none"> • Company Name • Location – City • Location – State 	•	•	•
Company Information Page <ul style="list-style-type: none"> • Company Logo • Additional Photos and Images • Phone Number and Fax • Contact Information • Description of Company • Facilities and Amenities • Link to your website • Links to your social media pages or profiles such as Facebook and Twitter 	•	•	
How We Promote Your Listing <ul style="list-style-type: none"> • Highest placement on search results in your location • Featured/Promoted listings on housing search results • Rotating banner ads on Senior.com • All website leads are sent directly to your designated email 	•		

Other Marketing Opportunities

Senior.com offers a unique way to connect with the senior and boomer market. Senior.com was one of the first websites on the internet focus on the senior and boomer market and has been engaged with this market for more than 10 years.

Please contact us for an estimate for your project.

Senior.com Offers

- Market Research
- Consulting
- Direct Marketing
- Data Capturing
- Sweepstakes
- Quizzes
- Surveys