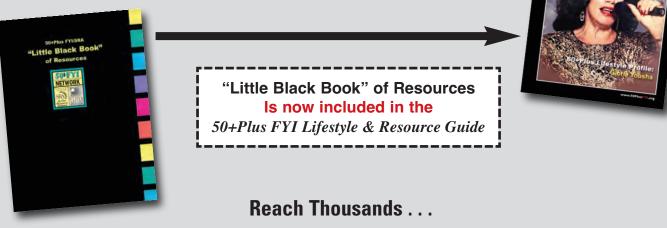


Lifestyle & Resource Guide for the 50+Plus Community



The Best Connection to the 50+ Community

- Professionals Boomers Seniors Retirees Service Providers Caregivers Families
 - Transition Care Managers Social Workers •

Your Business Impact PER ISSUE:

55,000 Distributed

- 20,000 mailed to 50+ age households (50K to 200K annual income)
- 10,000 distributed by public libraries, senior centers, medical offices...
- PLUS 25,000 e-mailed to our e-subscribers

100,000 Readership / 200,000 annually

- Primary vehicle that drives EXPO attendance
- Guide to resources, products, and services

This Guide is the reason our EXPOs are so well attended!

Thousands mailed as an invitation to the EXPO.

Place your ad where it will be seen by thousands!

Add your info to this mailed EXPO invitation.

New ISSUE Features:

"Little Black Book" of Resources Trending Products & Services

Scam Alerts • Hotlines & Helplines •

Why are the 50+Plus FYI EXPOs so successful?

This is the vehicle that drives attendance to the EXPO!



EXPO Exhibitor Specials!

■ 50+Plus FYI[®] Lifestyle & Resource Guide:

Full-page (reg. \$2985) at Half-page rate **NOW . . . \$1950** Half-page (reg. \$1950) at Quarter-page rate **NOW . . . \$1185** Quarter-page (reg. \$1185) at Quarter-page rate **NOW . . . \$750**

(Required: 2-issue agreement = one year with ad in each issue.)

YOUR BUSINESS IMPACT ANNUALLY – 200,000 Distribution Facts:

50+Plus FYI® Lifestyle & Resource Guide promotes the **EXPO**... Direct mailed to 50+ age households (50K to 200K annual income)

Place your ads where they will be viewed over and over again . . .

... your ads won't be trashed!

Ask about

FYI article focused on your business

50PlusFYI.org · 407-265-0534 · ReachUs@50PlusFYI.org

The 50+Plus FYI Resource Network is a 501(c)3 Florida non-profit organization dedicated to serving the resource information needs of the Central Florida 50+ population. We are endorsed by the Florida Department of Elder Affairs and The Senior Resource Alliance but we are 100% self funded and receive no monies from any agency or organization. Created for 50+ Central Floridians by 50+ Central Floridians!



Cornerstone Hospice & Palliative Care

Cornerstone Hospice is a local, community based, not-for-profit hospice licensed since 1984.

Cornerstone Hospice was started by a group of volunteers who saw a need for hospice services. One dedicated nurse with a vision and passion for patients' care, their dignity, choices, and peace, started caring for three patients, one at a time. The organization todav serves patients in seven counties including Lake, Sumter, Polk, Highlands, Hardee, Osceola, and Orange Counties.

When you, or a loved one, is diagnosed with a life-limiting illness, every moment matters; especially the moments spent with family, friends, and enjoying your favorite activities. At Cornerstone Hospice, our pain management and palliative care experts help to make the most of life's precious moments. Through Hospice care, patients maintain dignity, self-respect, and personal control over their lives.

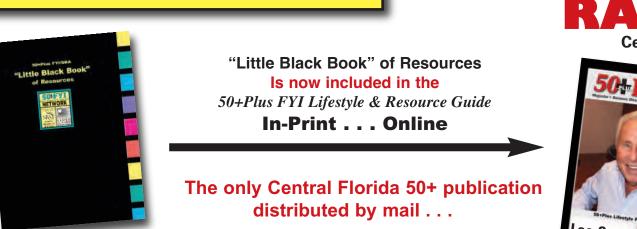
Our care is provided within the familiar setting of wherever the patient lives and calls home: one's own home, assisted living facility, nursing home, independent care facility, Hospice house, or inpatient unit.

Cornerstone Hospice involves the family and offers professional support and training in caring for their loved ones. Bereavement services and grief support are available to family members for up to one year after the death of a patient.

There are rewarding volunteer opportunities for the community to become involved with Cornerstone Hospice. Volunteers contribute their time, energy, and love to the mission of Cornerstone Hospice and provide invaluable services to patients, families, and staff.

The best time to learn about hospice is before someone in your family is facing a crisis. With so many questions, Cornerstone Hospice offers answers. Contact 866-742-6655 or www.cornerstonehospice.org.





55,000 distributed per ISSUE

50+Plus FYI®





20,000 mailed to 50K to 200K annual income 50+Plus households

10,000 distributed by public libraries, senior centers, associations, social workers, agencies, government offices, special events, medical offices, caregivers, faith-based organizations, discharge planners retirement communities, transistion care managers, support groups, hospitals, HR departments . . .

25,000 additional e-mailed to our e-subscribers

Reach 200,000 50+ consumers per year! Orange-Osceola-Seminole

Professionals • Boomers • Retirees • Seniors • Families • Caregivers

Endorsed by The Area Agency on Aging of Central Florida and Florida Department of Elder Affairs

RATES (Per Issue)	2 issues per year
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SIZE (Width x Height)	Cost Per Issue	
Full Page (6-1/4" x 9-1/4")	\$2985	
1/2 Page (3" x 9-1/4" V) (6-1/4" x 4-1/2" H)	\$1950	
1/4 Page (3" x 4-1/2" V)	\$1185	
1/8 Page (3" x 2-1/4" H)	\$ 750	
Business Showcase (3" x 1-3/4")	\$ 495	
Spread (2-page)	\$5550	
Inside Front, Page 3-5, Back Cover (6-1/4" x 9-1/4") (Bleed Trim: 7" x 10")*		
Back Cover (6-1/4" x 9-1/4")	\$5250	

FYI Article: Your Opportunity to Educate and Inform Consumers!

"Little Black Book" 6-line Listing: ... \$398 / print issue ... \$398 / 6 mos. online issue ... \$398/6 mos. e-book PDF "Little Black Book" 6-line LOGO Listing: ... \$998 / print issue ... \$998 / 6 mos. online issue ... \$398/6 mos. e-book PDF

Artwork, guaranteed positions, inserts, special ad sizes, editorials — rates available upon request. *Let us know if you need assistance creating your camera-ready ad.*

Electronic/Digital Art Specifications: 4-color process except where noted

- 1) All color images are CMYK and at least 300 dpi. Ads should be accompanied by a color proof.
- 2) Ads must be hi-res PDF e-mailed or on disk/cd with all support files and fonts embedded.
- 3) Ads must be prepared in InDesign, Quark, Illustrator CS, PhotoShop CS.

-2018

4) Bleed size 7-1/2" x 10-1/2". Trim size is 7" x 10". Imprint area is 6-1/4" x 9-1/4"

If you have questions, please call 407-265-0534 or e-mail ReachUs@50plusFYI.org.

50+Plus FYI Lifestyle & Resource Guide - mailed distribution

2 issues per year
-30,000 printed per issue TOTAL printed: 60,000
-20,000 mailed per issue TOTAL mailed: 40,000
-10,000 POS per issue TOTAL hand out: 20,000*
*through public libraries, senior centers, medical offices, faith-based groups, etc.
Orange, Osceola, Seminole counties

Income / household: \$50,000 to \$200,000 Age: 52 to 79 Mean Age: 65