

NEXT EDITION 2011!

Born Age

Senior Care

DIRECTORIES

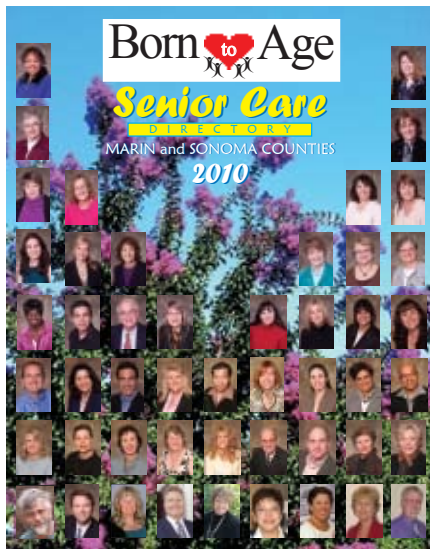
Napa



Solano



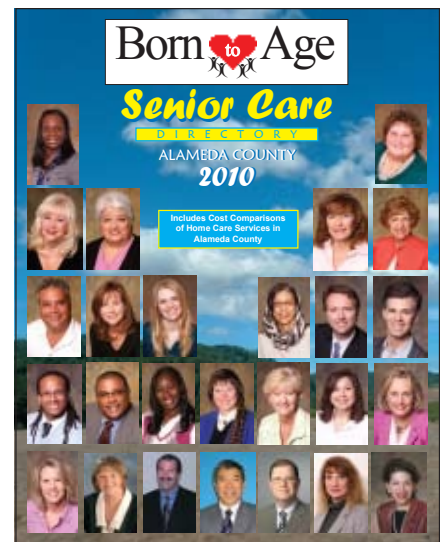
Marin - Sonoma



Contra Costa



Alameda



**Reach your Local Market - of Seniors, Family Members & Caregivers
15,000 directories printed & distributed in each County.
All advertisers linked to www.borntoage.com**

Born Age

ALL ADVERTISERS & NON-PROFIT LISTINGS MUST SUBMIT A SIGNED CONTRACT !

Mail contract to: **Born To Age, P.O. Box 6863, Napa, CA 94581**
or Fax to: **707-226-7127**

ADVERTISING CONTRACT

Business Name or Non-Profit: _____

Name of Person Authorizing Ad: _____

Listing Address: _____

Billing Address: _____

Phone: _____ E-mail address: _____

Size of Ad: _____ Cost: _____ (plus ad design fee if needed)

Ad on Born to Age Website to run (please indicate # of months) _____

Total Due: _____

Check Enclosed

Please bill my credit card: Visa # _____ Exp Date _____

Master Card # _____ Exp Date _____

Need help with ad design? Yes ___ (add \$20 for Neighbor to Neighbor, \$35 for 1/8 or 1/4 page, \$65 for 1/2 or Full Page)

We are submitting a new ad Yes ___

Use same ad as last year Yes ___ (Adobe PDF or 300 dpi CMYK TIFF only)

We want to be in the (circle please) Solano, Napa, Contra Costa, Alameda, Marin/Sonoma Directories, 2011 . 10% discount for advertising in two or more directories.

Do you have a website that we can link to from www.borntoage.com?

If yes, address: www. _____

All advertisers receive appropriate to category listings.

Please indicate the categories under which you'd like to be listed:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Phone number to be included in listing: _____

Signature: _____ Date: _____

Born Age

FOR THE 2011 EDITION OF THE BORN TO AGE SENIOR CARE DIRECTORY

Yvonne Baginski, Editor and Publisher
P.O. Box 6863, Napa, CA 94581
borntoage@hotmail.com
707-226-7127

Inside front cover	full color	9.5x12"	\$2,400.00
Inside back cover	full color	9.5x12"	\$2,000.00
Back cover	full color	9.5x12"	\$2,400.00
Full page	full color	9.5x12"	\$2,069.00
Full page (page 3 or 5)	full color	9.5x12"	\$2,300.00
Half page	full color	9.5x6"	\$1,200.00
Half page	B&W	9.5x6"	\$ 989.00
Quarter page	B&W	4.25x6"	\$ 700.00
Eighth page	B&W	4.25x3"	\$ 500.00
Neighbor to Neighbor		1.5x4.5"	\$ 325.00
Listing only			\$ 55.00

AD FORMAT: Adobe PDF or 300 dpi CMYK TIFF only.

All PDF files must have **fonts embedded**, and **CMYK graphics** at **300 dpi**.
No paste-ups or other file formats will be accepted (**NO** MS Word, MS Publisher)
For help with production or ad design, contact: Celeste Heiter, 707-812-0353.

Ads must be submitted via e-mail to:
celesteheiter@sbcglobal.net. Or on PC formatted CD.

Distribution: 15,000 Directories per county will be printed. They are distributed throughout the year through direct mail, subscribers, established sites, workshops and health care providers. This is an annual directory, all charges are one-time only. This includes a listing on www.borntoage.com and a direct link to your website.

To advertise, call **707-226-7127**, or e-mail, borntoage@hotmail.com.
Mail contract to: **Born to Age, P.O. Box 6863, Napa, CA 94581**
ALL ADVERTISERS MUST SUBMIT A SIGNED CONTRACT.

Born Age

Here's your chance to advertise in the best, community-focused Senior Care Directory in the Bay Area! Born to Age publications are available throughout Alameda, Contra Costa, Napa, Solano, Marin/Sonoma Counties. They are **local**, comprehensive directories for seniors, family caregivers and providers.

People need this information. They are grateful that it's all contained in one **locally**-focused directory. Our advertisers use it as a marketing resource, handing it out to clients and customers. Providers distribute it as **the source** on what's available in neighborhoods and communities.

When you advertise in a Born To Age Senior Care Directory, you receive:

- Appropriate listings in 80+ categories
- A cover photo (and, we'll email you a copy for your desk!)
- Your website linked to www.borntoage.com
- 10% off advertising for nonprofits
- Home care agencies are included on our editorial comparison page.
- Distribution to: public libraries, senior centers, hospital discharge planners and social workers, senior communities, events, hospital education centers and children of aging parents who call us everyday.
- Free copies of our directories for distribution to your own clients and trade events.

All this for a one-time investment for the entire year!

Advertising Deadlines for the 2011 editions are:

- **Solano County: August 15, 2010**
- **Contra Costa: September 15, 2010**
- **Napa County: October 26, 2010**
- **Marin/Sonoma: December 15, 2010**
- **Alameda County: January 30, 2011**

If you're a new advertiser, please note that **all ad contracts must be returned with full payment**. All ads must be paid in full by print date. You can phone your ad reservations directly to: 707.226.7127, but don't forget to followup with a signed contract and complete payment mailed to: Born To Age, P.O. Box 6863, Napa, CA 94581.

We hope to hear from you soon! All directories are downloadable at: www.borntoage.com. You can also download a contract directly from our website.