

Council for Older Adults

OF DELAWARE COUNTY

For the upcoming March 6, 2012 general election in Delaware County, you are involved in the process of determining the best way to reach the voters with your message. Statistics show that a significant proportion of older adults vote on a regular basis. Have you developed a method of reaching this rapidly growing segment of our population?

Now you can easily inform the mature marketplace by advertising in the *Council Communicator*, the only Delaware County-based publication targeted at Delaware County's older population.

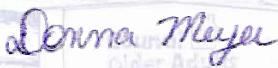
The ***Council Communicator*** has all these useful and valuable features:

- * It is available on our website www.growingolder.org.
- * Has ***the largest circulation of any newspaper in Delaware County*** - more than 61,000. Distributed in ***The Delaware Gazette*** in the city of Delaware, in the ***Sunbury News***, and to subscribers of ***The Columbus Dispatch***, throughout Delaware County.
- * ***Targeted to reach the 60-plus population*** of Delaware County, the fastest growing segment of our population.
- * Also ***distributed at more than 50 organizations and businesses*** throughout the community, with new sites being added all the time!
- * The ***most competitive advertising rates*** available - the lowest around!
- * It contains resource information for seniors which contributes to an ***extra-long "shelf life"*** of each publication, so your ad will stay in readers hands longer than with any other local publication.

The Communicator is published 6 times per year in January, March, May, July, September and November and is usually distributed on the first weekend of these months. **The March issue will be distributed February 25 & 26.**

Reach Delaware County's older population and help support the charitable efforts of the Council for Older Adults. For more information, see the attached packet which contains ad rates, publication dates and advertising contract. Call Travis at (740) 203-2385 or email him at travis@growingolder.org for more information.

Sincerely,



Donna Meyer
Associate Director of Communications
donna@growingolder.org



800 Cheshire Road, Suite A • Delaware, Ohio 43015
Phone: (740) 363-6677 • 800-994-2255 • Fax: (740) 363-7588 • www.growingolder.org



"Helping Delaware County become a better place to grow older"

The Council Communicator

The March 2012 edition will be distributed Feb. 25 & 26.

Deadline for March ad reservation is January 12, 2012.

Final ad copy and payment for March is due by January 16

Space is sold on a first-come first-served basis.



800 Cheshire Rd.
Delaware, Ohio 43015
(740) 363-6677 or (800) 994-2255
Direct line (740) 203-2358
Fax: (740)363-7588
www.growingolder.org
Email: travis@growingolder.org

Name: _____

Address: _____

City/State/Zip: _____

Contact Name: _____

Phone: _____

Fax: _____

Email: _____

Ad Size Sizes are approximate	Cost of Ad	Premium Pages (add 10 or 15%)	Full Color add	Total
1/4 page - 4 11/16" W x 5 3/8" H	\$156.00		\$62.00	
1/2 page - 9 13/16" W x 5 3/8" H or 5 3/8" W x 10 7/8" H	\$312.00		\$124.00	
Full page - 9 13/16" wide x 10 7/8" high	\$624.00		\$249.00	

**Premium pages - Inside back cover, center spread and inside front cover - add 10%,
outside back cover add 15% (these are color pages)**

To achieve high-quality reproduction of your ad, please email an electronic file or mail/deliver the file on a Zip or floppy disk. Acceptable files are jpeg or tiff files. Ads can also be sent as a PDF file if the fonts are imbedded. Please call to make arrangements if you have some other format. Ads can be emailed to Cindy Smith of Quickdraw Graphic Designs at csmith719@earthlink.net with a copy to: donna@growingolder.org. Ad design service is also available.

Your space will be reserved upon receipt of this order form. Feel free to fax it to 740-363-7588 - attn. Travis Fordham. Payment is due by January 16.

Thank you for your order!

Signature _____ Date _____