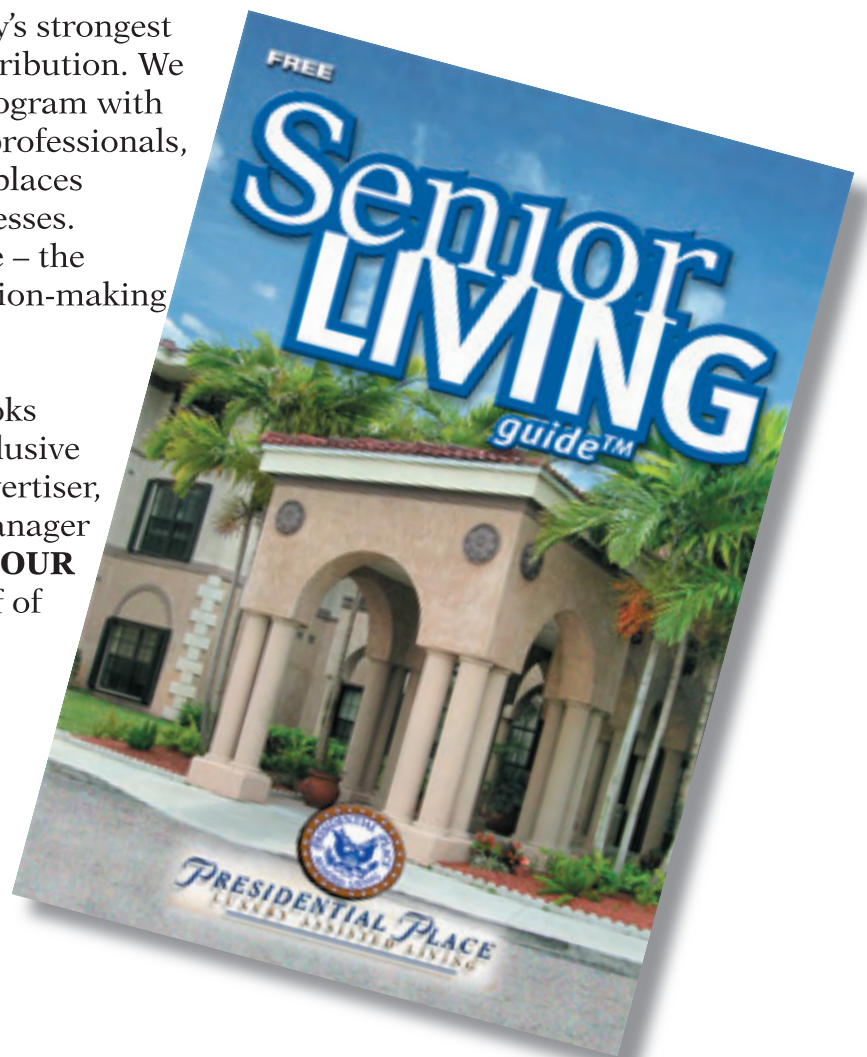

Senior LIVING guide™

Senior Living Guide is published by Fairfax Publishing Company in major markets throughout Virginia, Florida and the two Carolinas. We are now entering our second decade in the ever growing and expanding senior industry. We produce full color, digest sized editions on quarterly or three times per year schedules depending on the market.

With an annual readership of 2,900,000 and the additional reach we provide on the world wide web at www.seniorlivingguide.com, you know you'll get your services and products in front of your targeted audience.

Senior Living Guide offers the industry's strongest and widest reaching market specific distribution. We combine a comprehensive retail rack program with direct hand delivery to area healthcare professionals, hospitals, senior centers, communities, places of worship, chambers and related businesses. Our books reach **THE** targeted audience – the healthcare professionals, the adult decision-making children, the retiree themselves.

Senior Living Guide offers with its books and through its web site unique and exclusive programs designed to bring you, the advertiser, the results you desire. From our case manager luncheons to our e-newsletter, **WE** are **YOUR** complete marketing solution, with proof of performance components including Hot Leads, Web Tracker and Traffic Tracker.



Virginia • North & South Carolina • Florida

www.seniorlivingguide.com

PREMIUM INTERNET UPGRADES

As an advertiser on www.seniorlivingguide.com, you have the opportunity to upgrade your presence and **GET NOTICED** with maximum exposure!

Be viewed first!
Generate more traffic and leads!

The screenshot displays the Senior Living Guide website interface. At the top, it reads "Senior LIVINGGUIDE.com" and "The Nation's Premier Online Senior Living Resource." Below this is a navigation menu with categories: Active Adult, Retirement, Assisted Living, Nursing / Rehab, Adult Day Care, Home Health & Companions, Alzheimer's, and Senior Services. A sidebar on the left contains links for "FREE Membership!", "Senior Pharmacy", "Senior Mall", "Senior Newsletter", "Senior Resources", "Search", and "Web Video Tours". The main content area is titled "SENIOR SEARCH RESULTS" and features a "FEATURED ADVERTISERS:" section. Three featured properties are shown: "University Square Senior Apartments" (All The Conveniences of Premier Independent Living With The Advantages of an Apartment Community, From \$682 per month), "Shads Landing Active Independent Living" (From \$1595 per month), and "The Glens at Birkdale Commons Care Free Living For Active Adults" (From \$875 per month). Below these are three more listings for "The Dorchester in the Village at Carolina Place" (From \$604.00 - \$1295.00 per month), "The Manor Apartments" (From \$1700-\$2900 per month), and another "The Manor Apartments" listing (From \$1700-\$2900 per month). Each listing includes a small image, a "Click Here To Visit Our Website" button, and a list of amenities. On the left side of the screenshot, there are several banners for "Brookdale Senior Living", "Ryan Properties", and "Brian Center Apartments".

Home Page and Area Banners

Featured Property

Web Link to Your Website

www.seniorlivingguide.com

SENIOR LIVING GUIDE'S WEBSITE

*THE fastest growing website
in the senior related industry....*



www.seniorlivingguide.com

In addition to the 2,900,000 annual readership Senior Living Guide offers through its print editions, interested retirees, caregivers and healthcare professionals can access YOUR business 24/7 on the world wide web! Today's consumer wants the information they seek in the quickest, most convenient way possible and the internet is the vehicle of choice, more and more often, each and every day.

YOUR business will be showcased on our website just as it is in our editions, offering access to you and the services you provide, from anywhere, at any time. We regularly rank very high in Google and Yahoo searches and work continuously to expand and refine our reach and presentation.

Basic presence on our site comes as part of our commitment to provide you the advertiser with a **COMPLETE MARKETING SOLUTION**. Ask your sales representative about enhanced marketing options on our site such as:

- *Premium Package Upgrades*
- *Web Link*
- *Featured Property*
- *Home Page & Area Banners*

www.seniorlivingguide.com

TRAFFIC TRACKER



Real-Time Call Tracking

See the name, telephone number and address of the prospect who is calling your business.



Instant Email Notification

Be notified instantly by email each time a prospect calls your Traffic Tracker number.



Call Recording

Improve your sales training by recording all calls through your Traffic Tracker number. This feature is offered if requested.

YOUR CLIENT FOLDER

Your Client Folder is another great service provided to you by **SENIOR LIVING GUIDE.**

In your community's own **"Client Folder"** you can access your most recent ad, Web Tracker & Traffic Tracker Reports and all of your Hot Leads!

Just follow the simple instructions below:



1. Go to our website, **www.seniorlivingguide.com**

2. Scroll down to the bottom of the home page and click on the **"Client Site"** button.

3. This takes you to a log in screen where you enter your **"user name"** and **"password"**, provided by your local representative .

If you are proofing your display ad, your local Senior Living Guide representative will contact you when it is in your folder and ready for proofing. Aside from being convenient, you can view the contents of your folder at any time knowing ONLY YOU can view its contents. If you are an AOL user, you must first "minimize" AOL, then double click Internet Explorer, go to our website and proceed using the above steps.

It is necessary to have Adobe Acrobat Reader installed on your computer in order to read any PDF file. On the same site, you'll find a folder called "Adobe Acrobat". Click on it, and install Acrobat Reader FREE!! If you do not have internet access, we will be happy to either email you a PDF file for viewing, or supply you with a color proof for review.

www.seniorlivingguide.com

ADVERTISING BENEFITS

Benefits to the Advertiser

Benefits to the End User

Full Color Display Ads

Our publications showcase full color ads and we offer full service in house graphic design or welcome agency created material.

Readers love color! Our editions professionally display your business and enable you to set your unique offerings apart from the competition.

Superior Distribution

We offer a comprehensive program to include retail, healthcare, professional and demographic-specific locations.

Highly visible, **FREE** publications in all the places they **NEED** to reach the target audience of retirees, adult decision makers of seniors, and healthcare professionals.

World Wide Web

www.seniorlivingguide.com is **THE** fastest growing website in the US targeting the senior audience.

YOUR products and services, available 24/7 to everyone, at the click of a button at home, work or leisure.

Hot Leads

Gathered through our website and as the result of our extensive Reader Reply Card program and toll free numbers.

Live prospects needing your services. Qualified, viable consumers looking for additional information and education on the myriad of choices available to them.

Toll-Free Traffic Tracker

Monitor the number of prospect calls monthly to your business when we place a **FREE** 800 number on your display ad in our book.

Toll free access to your business from anywhere in the country. Detailed reports to you showing who called, from where and when.

Shop & Compare Grids

A convenient comparison of all goods and services in our editions for quick reference shopping.

Provides additional exposure with all the pertinent info the end user needs to make informed decisions. Healthcare providers love them!

Monthly E-Newsletter

Senior Living's **SCOOP** e-newsletter brings each market we serve up to date on industry happenings, events and job openings.

Distributed exclusively to local case managers, social workers and professionals, these newsletters keep all in the market informed and offer opportunities for sponsorships and additional advertiser exposure.

Social Worker & Case Manager Luncheons

Senior Living Guide hosts this premier appreciation event in its markets to honor the tireless efforts of these professionals.

These luncheons afford you exclusive and uninterrupted access to the core of the senior industry. Networking, sponsorship and premium levels of exposure are part of the program.

MEET OUR READERS



**Seniors
Caregivers
Boomers
Professionals**

DID YOU KNOW THAT SENIORS



- Enjoy more than **\$900 billion** in income
- Own more than **70%** of financial assets
- **79%** are homeowners
- Purchase **80%** of luxury travel and account for **65%** of cruise trips
- Buy **74%** of all prescription drugs
- Represent **\$525 billion** per year in direct health care spending



www.seniorlivingguide.com