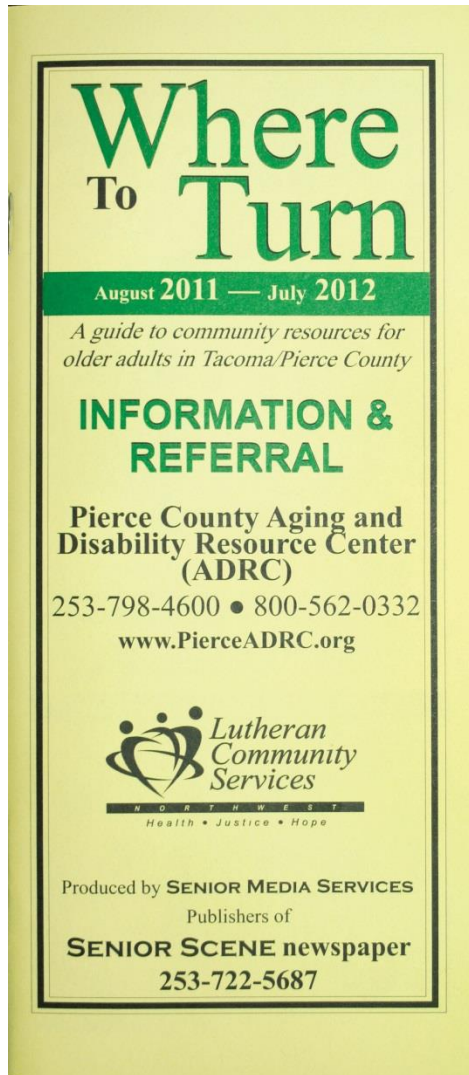


Where To Turn

Community Resource Directory



Consider an advertising partnership with Senior Media Services to promote your business in the annual *Where To Turn* guide.

Where To Turn is an indispensable resource directory that presents government, publicly funded and non-profit program telephone numbers by category. Each year, more than 50,000 easy-to-use copies of the guide are printed and distributed free of charge to government agencies, businesses, organizations and individuals. Now more than ever, there is an undeniable impact that comes with delivering this resource at the point of need.

Where to Turn is updated and published in August and distributed over the following 12 months in Pierce County. To reserve your ad space, contact Senior Media Services at (253) 722-5687.

More than 500 service providers are listed by type of service for quick, easy reference.

Features and advertising benefits

- o Well-known and in high demand.
- o Stays with the consumer all year.
- o Distributed widely throughout Pierce County.
- o Reaches a specific audience.
- o Used by age groups other than seniors (their children, relatives, friends, caregivers, educators, etc.).
- o Used for referral by community service programs and government agencies.

Where To Turn Ad Specs

*Full Page
3.5" wide by 8" tall*

*Half Page
3.5" wide by 3.75" tall*

*Business card
3.5" wide by 1.75" tall*

RATES AND PLACEMENT

o Full Page (inside front or back cover, and front pages): \$2,700

o Full Page (back): \$2,200

o Half Page (front): \$1,700

o Half Page (back): \$1,400

o Business card size: \$800

Rates include design and layout for ads that are not camera ready.

5% discount for ads paid in full prior to May 1.