



Aging Together's Regional Resource Guide for Older Adults
Advertisement Opportunities 2nd Edition, 2022 (closes 7/15/22)

Aging Together is publishing the 2nd edition of the “Regional Resource Guide for Older Adults” with intent to go to print in the fall of 2022 (approximate publish time being September). We will update and expand the first edition which came out in 2021 and which was positively welcomed by hundreds of older adults, caregivers and family as the first of its kind in our 5-county region (Culpeper, Fauquier, Madison, Orange & Rappahannock). This free guide offers comprehensive listings of important resources and services; and supports opportunities for positive aging. Along with categorized directory listings with complete contact information, our intent incorporates relevant information pieces highlighting questions that are frequently asked on Aging Together’s information line. This will continue to be an essential guide for older adults in our region.

We are now taking orders for advertisements in the 2nd edition of the Resource Guide. Because of its wide-ranging content and repeat publication every one to two years, it will have an extended shelf life and has already been proven to have high readership potential. 5,000 printed copies of the first edition were distributed in the first month after publication. The Guide will continue to be available as a free download on Aging Together’s website. This will be a great opportunity to highlight your organization to a rapidly growing demographic of older adults, as well as their families, caregivers, and professionals.

If you are interested in advertising or would like to order, please go to Aging Together’s website (www.agingtogether.org). The Resource Guide info is accessible through a button on the Home Page. For questions, contact Caroline Smeltz (csmeltz@agingtogether.org) or call [540-829-6405](tel:540-829-6405).

The 2021 Guide is available to view on Aging Together’s website.

(Advertisement information and fees are on page 2.)

AGING TOGETHER'S REGIONAL RESOURCE GUIDE FOR OLDER ADULTS



2ND Edition Advertising Specs & Fees / 2022

Directory size: 8.5x11; format: Softcover booklet

Inside Front Cover / Full Page SOLD	\$650
Inside Back Cover / Full Page SOLD	\$600
Full Page Ad	\$500
½ Page Ad	\$250
¼ Page Ad	\$125
2-page spread with ad or informational article	\$900

- Deadline for purchasing ad space is **July 15, 2022**.
- Artwork and payment due **NO LATER THAN August 1, 2022**.
- Payment is nonrefundable.
- If payment and/or artwork is not received by end-of-business August 1, 2022 Aging Together reserves the right to publish without the ad.

Specs

- Full Page = 8"W x 10.5"H
- Half Page = 8"W x 5"H (aligns horizontally across page) 
- Quarter Page = 4"W x 5"H (aligns vertically up page) 
- All artwork must be high resolution **jpg format**

*Publication of the 2nd edition Regional Resource Guide for Older Adults is scheduled for September, 2022. Delays may happen due to reasons out of our control.

(Continue to page 3 for ordering information.)

TO ORDER:

- Go to www.agingtogether.org. On the Home Page is a button that says “Ad Space Info for 2nd Edition, Coming Out Fall, 2022”. Click there.
- You will jump to the Resource Guide ad page where you will see advertising information and a red “Purchase Ad Space” button. Click the red button to purchase.
- If you need an invoice first, please contact Caroline at csmeltz@agingtogether.org.
- If you prefer to send a check, please mail to PO Box 367, Culpeper, VA 22701. Please be sure to include a note for the intent of the check.
- Please understand, any limited availability ad spaces such as the inside covers are not held without payment in hand.
- Aging Together reserves the right to publish this guide without ads that have not been paid by, or that are missing artwork after the submission deadline. Ad fees are non-refundable.