

# Senior citizen's guide to Detroit

housing • health • financial • travel • entertainment



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ONLINE TODAY!**

**PROVEN POWERFUL  
PRINT + ONLINE  
EXPOSURE PACKAGES!**

## Enjoy the Staying Power of Print!

This handy **RESOURCE BOOKLET** outlines what Seniors and Boomers need to know about resources designed especially for them in the Detroit area. Editorial is provided by experts, and telephone directories in the back outline unique and local resources that Seniors and Boomers need. Our resourceful content extends the life of your advertisement as Seniors and Boomers can use their copy repeatedly to answer their questions!

## Keep Your Online Message Fresh!

Your message can be promoted on our **WEBSITE** in your online business profile, by category on subpages, and on the local calendar — all of which can be updated at any time. Our content-rich website attracts THOUSANDS of Seniors, Boomers, and Caregivers each day! In addition, we can report your profile's monthly traffic and outgoing weblinks so you can measure your results!

- WHO:** Local Seniors, Boomers, and Caregivers
- WHAT:** Resource Booklet + Highly Ranked Website
- WHERE:** AARP groups, YMCAs, Doctor's offices, Pharmacies, Hospitals, and more
- WHEN:** June and December
- WHY:** Be a part of a publication that supports seniors and their families as they navigate major lifestyle transitions related to aging.

**Packages range from \$1050 to \$1500 for one volume/six months online.**

**Ask about our 10% discount!**

**RESERVATION DEADLINE: December 10, 2008**

<p><b>FREE TYPESETTING</b> Our designers help you prepare your advertisement! Simply give us an idea of what you would like to say, and await your proof!</p>	<p><b>ONLINE ASSISTANCE</b> Not a tech-savvy webmaster? No problem! We can work with you on developing your online message so that you can attract the right audience.</p>	<p><b>MEASURED RESULTS</b> Monthly statistical analysis outlines the traffic your online profile is reporting and the number of visitors who are visiting your website!</p>	<p><b>TWO AUDIENCES</b> for the price of one insertion! Our easy access online exposure links you to decision-makers who are using the net to find resources.</p>
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**ONLINE MEDIA KIT: [www.SeniorCitizensGuide.com/mediakit](http://www.SeniorCitizensGuide.com/mediakit)**

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