

January 2009

Dear Friend of Senior Resources,

Senior Resources provides some opportunities for advertising for our referral sources, clients and friends. Like any nonprofit agency, we are often constrained by budgetary limits and wish we could help more seniors and have more staff to enable us to take on additional programs. Those advertisers that have joined us in the past have been extremely pleased with the return on their investment. Please read the choices below. We look forward to having the opportunity to work with you in the future.

Connecticut's Area Agencies on Aging are private, nonprofit organizations that serve the needs of older persons as a focal point and resource center for information, program development and advocacy. Senior Resources is a strong voice for the region's elderly citizens. Through our involvement at the federal, state and local level we work to enhance the quality of life for older persons. In addition to advocating legislatively, our continuing work with volunteer and citizen groups increases public awareness of senior issues.

Option 1

Our Aging Resource Center has approximately 300 individuals who walk into our office a month.

Above our literature rack, we are offering an opportunity for messaging by individuals.

- Cost = \$50/year

Advertising Area =
8.5" x 11" clear lucite frame

Length of Contract = 1 year

Option 2

Senior Resources Website site currently gets an average of 3,000 unique visitors on average per month.

We are offering web ads to appear on our home page.

- Cost = \$360/year
(\$30 per month)

Web Ad Size:
150 pixels X 110 pixels

Length of Contract = 1 year

Visit our website at:
www.seniorresourcesec.org

We look forward to hearing from you and have enclosed a form for you to complete.
Thank you for supporting Senior Resources,

Joan C. Wessell, Executive Director



I am interested in advertising through Senior Resources.

Name of Company/Organization _____

Contact Name _____

Address _____

Phone _____ Email _____

Advertising in the Aging Resource Center

Advertising Area = 8.5" x 11" (clear lucite frame)

Cost = \$50/year/Length of Contract = 1 year

Artwork: Artwork can be supplied through a hard paper copy directly to Senior Resources.

Logos and text content can be sent to:

Senior Resources, 4 Broadway, 3rd Fl, Norwich, CT 06360 or sent via email to:

seniorinfo@seniorresourcesec.org

I am submitting artwork in this envelope.

I will send artwork electronically.

Please contact me about artwork.

Advertising on the Senior Resources Website

Web Ads Size: 150 pixels X 110 pixels

Cost = \$360/year (\$30 per month)/Length of Contract = 1 year

Artwork: Artwork can be supplied to Senior Resources, 4 Broadway, 3rd Fl, Norwich, CT 06360 (on CD or DVD) or sent via email to: seniorinfo@seniorresourcesec.org) either as a PDF, TIF, JPEG or GIF.

Custom designs will be charged to the advertiser on an hourly basis (\$85 per hour).

I will send artwork electronically.

Please contact me about artwork.

Please enclose your check and send it to: Senior Resources, 4 Broadway, 3rd Fl, Norwich, CT 06360

(860) 887-3561 • (800) 690-6998 • Fax (860) 886-4736 • www.seniorresourcesec.org