Community Sponsorships on ActiveAdultLiving.com

We enjoy more than 1.3 million visitors each year; that’s thousands of unique visitors daily and a 23% return visitor rate. We have excellent organic positioning with Google and all search engines.

We’re the industry experts with more than 18 years tenure as the premier online directory resource for 55+ and age-restricted communities, plus age-targeted and age-appropriate ‘active lifestyle’ communities.

ActiveAdultLiving.com attracts a highly targeted 40 to 65+ visitor audience of affluent and well educated boomers, active seniors and empty nester buyer and renter prospects.

Here Are Your Options with Guaranteed Page 1 Placement on State Directory:

**Option 1**
Top Showcase Community Listing
$3,197/year or $269/month

**Option 2**
Showcase Community Listing
$1,997/year or $169/month

**Option 3**
Spotlight Community Listing
$1,197/year or $99/month

**Option 4**
Featured Community Listing
$897/year or $79/month

**Option 5**
Text Community Listing (Our Value Proposition)
$199/year

Active Adult Living Newsletter

Published 22 times per year; distributed via email to our proprietary subscriber base of 23,000+ baby boomers, active seniors and empty nesters.

**Option 1**
600 x 80 Pixels Banner
$169/month (ROI)

**Option 2**
Featured Community 180 x 150 Pixels Banner
$169/month

**Option 3**
In-Depth Community Review
$849/month (Gets 2 insertions)

**Option 4**
Article of Interest
$849/month (Gets 2 insertions)

**Option 5**
Special Edition dedicated e-blast
$1,450

* Discounts are available for builders, developers, realtors and general advertisers; please inquire.

Call Doug Pedersen
National Advertising Director
(866) 778-4816
sales@ActiveAdultLiving.com
# Display Advertising Opportunities

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
<th>Specifications</th>
<th>Price</th>
<th>Minimum Commitment</th>
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</thead>
<tbody>
<tr>
<td>Home Page leaderboard banner</td>
<td>728 x 90 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services also available.</td>
<td>$500/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>Home page featured community or featured video banner</td>
<td>180 x 150 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services also available.</td>
<td>$200/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>State directory leaderboard banner</td>
<td>728 x 90 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services available from $199.</td>
<td>$330/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>State directory wide button banner</td>
<td>180 x 90 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services available from $199.</td>
<td>$150/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>Display banner on state community details pages</td>
<td>300 x 250 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services also available.</td>
<td>$330/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>State directory display banner above the fold on right hand rail</td>
<td>180 x 600 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services also available.</td>
<td>$330/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>State directory display banner below the fold on right hand rail</td>
<td>180 x 600 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services available from $199.</td>
<td>$220/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>State directory display banner above the fold on right hand rail</td>
<td>180 x 150 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services available from $199.</td>
<td>$199/month</td>
<td>2 Months Minimum</td>
</tr>
<tr>
<td>State directory display banner below the fold on right hand rail</td>
<td>180 x 600 pixels</td>
<td>Web-ready creative saved as .jpg or .gif or animated .gif with a maximum file size of 200k. Banner design services also available.</td>
<td>$100/month</td>
<td>2 Months Minimum</td>
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</tbody>
</table>

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Why Advertise on ActiveAdultLiving.com?

We are the online leader with more than 7,500 community listings of active adult (55+), plus age-appropriate and active lifestyle communities.

We offer an affordable and effective way to advertise to our highly targeted, well-educated and affluent target market of adults ages 45-65+.

🔹 We are now in our 19th year online; the most concise and trusted online source for active lifestyle and retirement communities information.

🔹 Over 1.3 million visitors and 2.9 million page views per year per Quantcast.

🔹 85% of visitors with household income above US average ($50 to >$150k).

🔹 More than 60% of visitors with graduate and post-graduate level education.

🔹 High organic Google positioning - We are ranked in Google for more than 8,500 phrases being searched for by seniors looking for active retirement communities.

🔹 Huge market segment increasing daily; US boomers turning 55 at a rate of 10,000 per day means ever increasing traffic and visibility to your ad.

🔹 Fact: Boomers are spending their parents’ inheritance. If your business is looking for clients in this vibrant demographic, you can’t afford NOT to advertise on ActiveAdultLiving.com and/or our Active Adult Living Newsletter.

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