



VCAA **LIVEWell** Resource Guide | 2019-20 Advertising Sponsorship



The VCAA Foundation is pleased to offer your organization the opportunity to sponsor **LIVEWell**.

LIVEWell is the premier resource guide in Ventura County for individuals 60 and older, caregivers, and adults with disabilities. Printed through the Ventura County Area Agency on Aging, **LIVEWell** is designed to provide easily accessible and valuable information to improve quality of life.

This guide is bilingual, serving both English and Spanish-speaking communities.

As a sponsor of **LIVEWell**, you will be recognized as an organization dedicated to empowering Ventura County residents with crucial resources and information.

A \$5,000 Sponsorship offers: (limited space available)

One Full-Page color Ad (non-premium page) in **LIVEWell**.
A \$3,500 value

Logo on front cover of **LIVEWell**

Opportunity to be seen by potential clients countywide on the cover of **LIVEWell!**

To become a sponsor of **LIVEWell** or to reserve your ad space, contact the VCAA Foundation at vcaafoundation@gmail.com.
Early reservations are given priority on positioning.



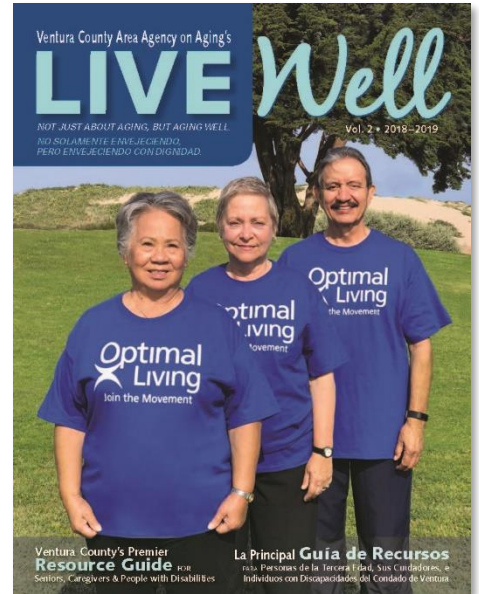
VCAA **LIVEWell** Resource Guide | 2019-20 Issue

Overview

LIVEWell is printed annually and is the premier resource guide in Ventura County for individuals 60 and older, their caregivers, and adults with disabilities. This comprehensive guide provides crucial information related to physical and mental health, financial resources, fall prevention, Medicare and other health insurances, benefit enrollment, caregiver support, Alzheimer's disease/dementia support, transportation, fraud and other legal issues, and a variety of volunteer opportunities.

LIVEWell is promoted through the Ventura County Area Agency on Aging (VCAA), the VCAA Foundation, and dozens of other local agencies and organizations.

This guide is bilingual, serving both English and Spanish-speaking communities.



Distribution

20,000 printed editions of **LIVEWell** will be distributed in September, free of charge by the VCAA and available for one year at the following locations:

- Ventura County Area Agency on Aging
- Participating businesses & partnering agencies listed in directory
- Senior Community Centers
- Ventura County Libraries
- Select medical offices and clinics
- Select grocery stores throughout Ventura County

LIVEWell will also be available online through the VCAA's website at vcaa.org.

Description

LIVEWell publishing date is set for September 27, 2019, printed on an 8"x10" format with a full-color gloss cover and full-color pages throughout the guide.

In addition to detailed resource listings, this year's **LIVEWell** will feature stories on fall prevention; providing support to the aging LGBT community; care and support for adults with disabilities; Alzheimer's Disease and dementia in Ventura County; fraud and other legal issues facing older adults; and the benefits of physical therapy.

Final deadline to reserve ad space is July 19, 2019.

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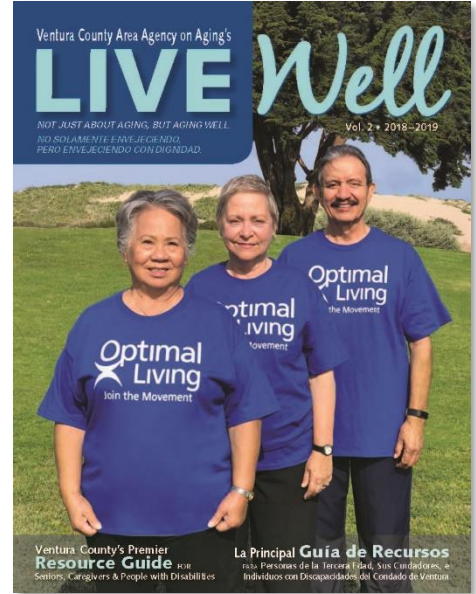
VCAA LIVE Well Resource Guide | 2019-20 Advertising Rates & Specs

Important Deadlines

Space Reservation Due
July 19, 2019

Ad Materials Due (PDF preferred or 300dpi JPG)
August 2, 2019

Publication Date
September 27, 2019



Advertisement Opportunities

Front Page Logo – \$5,000

(limited space available)

- ✓ Logo on cover of **LIVE Well**
- ✓ One full-page, full-color ad (non-premium page)
- ✓ Opportunity to be seen by potential clients countywide on the cover

Premium Pages

- Inside Front (7.25"x9.25") – \$4,000
- Inside Back (7.25"x9.25") – \$4,000
- Back Cover Half-Page Horizontal (7.25"x4.5") – \$4,500

Inside Pages

- Full Page (7.25"x9.25") – \$3,500
- Half-Page Horizontal (7.25"x4.5") – \$2,100
- Half-Page Vertical (3.5"x9.25") – \$2,100
- Quarter Page (3.5"x4.5") – \$1,200

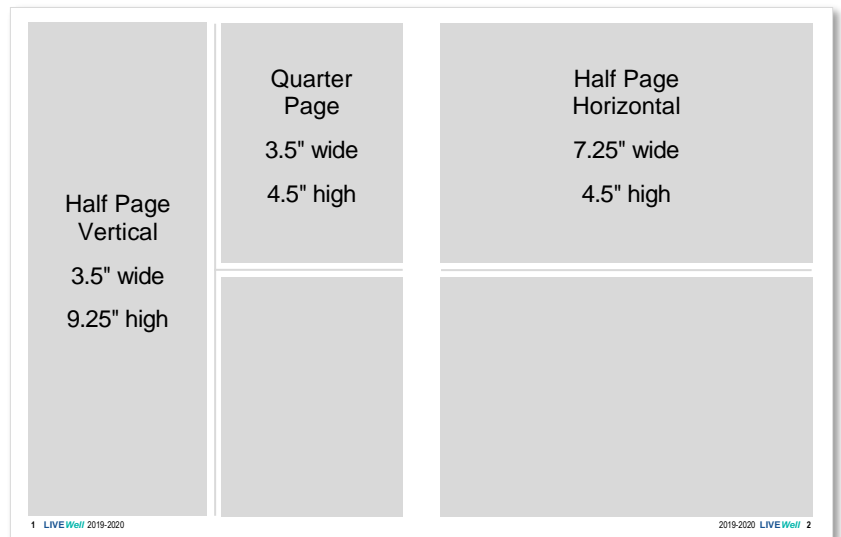
Page Dimensions

Bleed – 8.5"x10.5"
 No bleed – 7.25"x9.25"
 Safe text – 7.25"x9.25"
 Trim – 8"x10"
 (0.375-inch margin on all sides)

Requirement

English and Spanish must be integrated into each single ad.

The VCAA Foundation reserves the right, at its sole discretion, to edit or refuse any advertising content that does not meet the Foundation's standards of acceptance.



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VCAA **LIVEWell** Resource Guide | Advertising Application

Yes! I want to be in the 2019/2020 edition of the Ventura County Area Agency on Aging **LIVEWell** Resource Guide. I understand there will be 20,000 bilingual copies in print and online, and that English and Spanish must be integrated into each single ad.

Listing information to be included in directory:

Company Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Evening Phone: _____
Email Address: _____ Website: _____

Billing Information (if different from above):

Company Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Evening Phone: _____
Email Address: _____ Website: _____

I want my display ad in this size:

- Quarter page \$1,200 Half page horizontal \$2,100 Half page vertical \$2,100 Full page \$3,500

Premium position:

- Inside front \$4,000 Inside back \$4,000 Back half page horizontal \$4,500

Sponsorship:

- Front page sponsor logo \$5,000

Please submit the completed advertising application and ad materials/art files to the following address:
vcaaafoundation@gmail.com

