



VCAA **LIVEWell** | 2022 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 people 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.

LIVEWell is an award-winning publication and has received recognition from the **National Mature Media Awards** and the **California Association of Public Information Officers (CAPIO)**.

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



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Overview

LIVEWell is printed annually and is the premier resource guide in Ventura County for individuals 60 and older, their caregivers, and people 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

Printed editions of LIVEWell become available to the public in January each year and are free of charge by the VCAA. Copies are available 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 January 2022, printed on an 8.5"x11" format with a full-color gloss cover and full-color pages throughout the guide.

In addition to detailed resource listings, this year's issue will focus on information and resources during times of crisis, specifically for older adults, caregivers, and people with disabilities.

Final deadline to reserve ad space is October 1, 2021.

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Important Deadlines

Space Reservation Due
October 1, 2021

Ad Materials Due (PDF preferred or 300dpi JPG)
October 15, 2021

Publication Date
January 2022

Advertisement Opportunities

Premium Pages

- Inside Back (7.5"x10") – \$4,500
- Back Cover Half-Page Horizontal (7.5"x4.75") – \$5,000

Inside Pages

- Full Page (7.5"x10") – \$4,000
- Half-Page Horizontal (7.5"x4.75") – \$2,500
- Half-Page Vertical (3.5"x10") – \$2,500
- Quarter Page (3.5"x4.75") – \$1,500

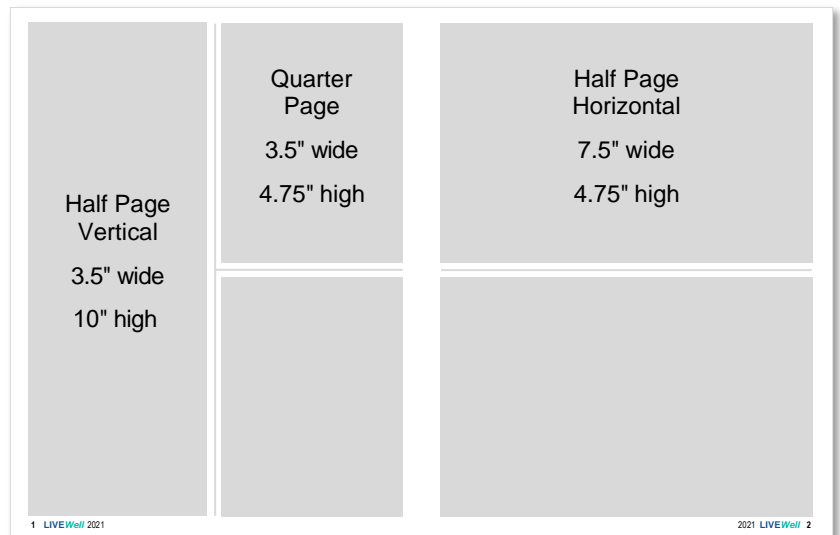
Page Dimensions

Bleed – 8.75"x11.25"
 No bleed – 7.5"x10"
 Safe text – 7.5"x10"
 Trim – 8.5"x11"
 (0.5-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 2022 edition of the Ventura County Area Agency on Aging LIVEWell Resource Guide. I understand that this publication is bilingual and that each ad must include text in English and Spanish.

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 \$1,500
Half page horizontal \$2,500
Half page vertical \$2,500
Full page \$4,000

Premium position:

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

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

