

# Advertising Rates for [www.fiftyplusadvocate.com](http://www.fiftyplusadvocate.com)

*Advertising on [fiftyplusadvocate.com](http://www.fiftyplusadvocate.com) is a wise choice. With over 20,000 visitors every month, this web site effectively gives advice to the caregiver market.*

More importantly, large numbers of caregivers, are reading from our vast and growing library of articles that originally appeared in the *Fifty Plus Advocate* newspaper. These articles were written by professionals in their individual fields and allow adult children dealing with issues of aging parents to begin finding solutions to their caregiving situations.

*All ad rates, as noted, are annual (any consecutive 12-month period). All ads must be prepaid.*

**OPTION 1:** Four identical ads, adjacent to four stories, with no other “sidebar (immediately to the right of the story)” ads on that page.

(All ads will link to the single web site of your choice)- **\$500 annually.**

**OPTION 2:** Ten identical ads, adjacent to ten stories, with no other “sidebar (immediately to the right of the story)” ads on that page.

(All ads will link to the single web site their your choice)- **\$1,000 annually.**

**OPTION 3:** Small sidebar ad that appears on the home page and all category pages.

(Ad will link to the web site of your choice)- **\$1,500 annually.**

**OPTION 4:** Banner ad that rotates as pages change.

(Ad will link to the web site of your choice)- **\$3,000 annually.**

*All prices include design and loading of one ad. Any ad change incurs a \$200 change fee.*

**fiftyplus**  
advocate.com

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(revised10/3/11)