

*"Helping Those Who Help Others"*  
**CaregiversHome.com**  
**WEBSITE ADVERTISING RATES**



Pederson Publishing is a full service marketing and publishing company building mutually beneficial relationships between family and professional elder-caregivers and the companies and organizations that market to them and the elderly. The result is a better informed caregiver, armed with information, resources and support, and quality marketers successfully connected with decision-making caregivers.



**THE PRODUCT:** CaregiversHome.com is the No. 1 most-popular commercial website in the caregiving category and offers advertisers and sponsors long visits and a highly targeted audience. Pederson Publishing's quick rise to the top of the website popularity rankings\* in its category is a credit to its highly effective targeting of content, resources and caregiver support themes. As a result, visitors stay on the site an average of 11-14 minutes per session – great news for advertisers and sponsors who compete for motivated purchasers with their marketing messages.

CaregiversHome.com reaches family and professional caregivers with the latest caregiving news and information, several weekly columns, a searchable archive of more than 3,000 interesting and helpful articles, full-text of the popular weekly e-newsletter *The Caregiver's Hotline*, caregiver message boards, timely tips and professional caregiving advice from Pederson's outstanding Board of Experts.

These content areas provide a caregiver-rich setting for advertisers, sponsors and marketers who can spread their message on specific content channels or attached to certain categories, or they can sell their wares in the website's growing ecommerce area called The Caregiver's eMall.

The website, located at [www.caregivershome.com](http://www.caregivershome.com), is an attractive and bustling platform for advertising, ecommerce, sponsored columns and links to create:

- Sales leads resulting in a direct customer relationships
- Product, service and brand awareness
- Unmatched entrée to family and professional caregivers alike

(\* Web rankings for CaregiversHome.com are compiled and made available by Alexa.com, which ranks websites according to website traffic.)



*For more information:*  
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*Standard Advertising and Sponsorship Offering:* Minimum 3-month flight (13 weeks). Graphic or Text ads. Prepaid. Priority renewal for sponsorships. *Rates guaranteed on quarterly basis*

*Standard Advertising Inventory:*

**Horizontal Page-Top Banner** — 600 x 70. Displays across top of selected page(s)

**In-Article Rectangle Box** — 300 x 250. Eye-catching display wrapped by full-text article

**In-Article Skyscraper (I-Banner)** — 160 x 600. Vertical display wrapped by full-text article

**Impact Box** — 200 x 135. Displays vertically on right-hand column of page(s)

**Peanut Impact Boxes** — 90 x 30, 120 x 60 and 120 x 90. Small name-recognition boxes

**Modified Skyscraper (I-Banner)** — 200 x 400. Displays vertically on right-hand column of page(s)

**Sponsorship** — *Advertiser-exclusive!* Channel-specific (column, feature, specific page), bannered across the top of a content channel, noted as "Sponsored By" or "Brought to You By" copy plus hyperlinked graphic or logo and brief marketing message. Minimum 3-month flight (13 weeks), with priority renewable exclusivity.

**Sponsorship Inventory** includes featured columns (Keeping Seniors Healthy, Practical, Family, Professional, Spousal, Spiritual Caregiving), Ask an Expert, Timely Tips, (Posted) Hotline, Caregiver's Forum

## Monthly Rates and Locations as of January 1, 2009

*Rates Guaranteed on Quarterly Basis*

	Homepage	Specific Channel Page	ROP (space available)
Horizontal Page-Top Banner	\$1,810	\$1,245	\$820
In-Article Rectangle Box		\$1,950	
In-Article Skyscraper (I-Banner)		\$1,710	
Impact Box	\$975	\$680	\$550
Modified Skyscraper (I-Banner)	\$1,425	\$975	\$685
Peanut Impact Box 90 x 30	\$470	\$325	\$250
Peanut Impact Box 120 x 60	\$630	\$480	\$350
Peanut Impact Box 120 x 90	\$740	\$590	\$425
Channel or Feature Section Sponsorship		\$1,970	

*Options:*

**Extended Flight:** Contract for 12 months and pay only for 10. Buy 6 months and pay for only 5.

**Ad Design:** Need your ad designed? We can provide design services at reasonable costs.

*Ask About Our Other Offerings:* Custom Publishing • Bulk newsletter subscriptions • Marketing List Rental • eCommerce Opportunities • Content Licensing • Weekly *Hotline* Posting on Your Site ... and MORE!

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