

*“Helping Those Who Help Others”*

## **HOTLINE E-NEWSLETTER RATES**



Pederson Publishing is a full service marketing and publishing company building mutually beneficial relationships between motivated 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:** *The Caregiver's Hotline* is the only emailed newsletter sending up-to-date news developments to more than 1.5 million elder-caregivers (and growing!) each week. For advertisers, this highly desirable and targeted audience is the perfect match for their marketing messages. Pederson Publishing's complementary blend of loyal family caregivers and eldercare professionals in its subscriber base provides unmatched value to advertisers and sponsors who recognize that the caregiver has moved from being an influencer to a decision-maker for an average of \$40,000 of eldercare expenditures annually. *These are motivated decision-makers.*

Pederson uses a highly-polished editorial product, built around the latest news relevant to caregivers and their elderly, to keep subscribers looking forward to the newest installment week after week. As of January 2009, the newsletter was emailed each Tuesday to more than 1.5 million recipients. Readers are attracted by Pederson's coverage of news developments of interest and importance to both professional and family caregivers – news reports from Washington and the states, on regulatory issues, legislation, medical research, and senior fraud protection.

While serving as a powerful editorial complement to the monthly *Caregiver's Home Companion* newsletter, *The Caregiver's Hotline* is the ideal advertising and sponsorship vehicle to reach motivated and concerned caregivers with their marketing message.

Here is a sampling of recent *Hotline* headlines:

- Nursing Home Costs Hit an Average of \$70,000 Per Year
- Who Will Foot the Alzheimer's Bill for Baby Boomers?
- Frustration and Promise Surround Possible Cancer Killer
- Depression Linked to Early Stages of Heart Disease
- Older Women Receive Short Shrift in Breast Cancer Treatment
- Elderly Face Double Whammy When It Comes to Body Fat
- Loneliness Linked to Depression



*For more information:*

**Pederson Publishing, Inc.**  
**P.O. Box 693**  
**Southport, Connecticut 06890**  
**(203) 254-3538 • (877) 259-1977**  
**[marketing@caregivershome.com](mailto:marketing@caregivershome.com)**

**What You Get:**

- *Weekly exposure to more than 1.5 million emailed newsletter recipients (1/09)*
- *Bonus online exposure on the category's #1 commercial website*
- *Permanent display in newsletter's freely accessible online archive*
- *Choice of graphical horizontal banner or text ad*
- *Third-party eldercare site postings of newsletter with your ad displayed*
- *Quarterly rate lock protection*



**Advertising Terms:** Minimum 3-month flight (13 weeks), prepaid. In-text placement. Hyperlinked horizontal banner (468 x 60 pixels) or Text ad (client's option).

**Sponsorship Terms:** Category sponsor exclusivity with "Brought to You By..." branding. Minimum 3-month flight, prepaid. Prominent display. Hyperlink included in sponsorship message. Renewable exclusivity advantage.

**Weekly Rates as of January 1, 2009**

*Rates Guaranteed on Quarterly Basis*

**Hotline Horizontal Banner Ad**

Non Exclusive  
\$875/issue (13 issues per quarter)

Minimum flight – one quarter

*Rate Discounting May Apply for Extended Terms*

**Hotline Sponsorship**

Exclusive  
\$1,295/issue (13 issues per quarter)

Minimum flight – one quarter

*Pricing for Optional Flight Plans Upon Request*

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**Ask About Our Other Offerings:** Custom Publishing • *Caregiver's Home Companion* bulk subscriptions • [www.CaregiversHome.com](http://www.CaregiversHome.com) Website Ads • eCommerce Opportunities • Marketing List Rental • Content Licensing • Weekly *Hotline* Posting on Your Site ... and MORE!

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