

2024 LIVEWell

Advertising Sponsorship Opportunities



LIVEWell is the premier resource guide in Ventura County for individuals 60 and older, caregivers, and people with disabilities.

Produced by the Ventura County Area Agency on Aging, a division of the Human Services Agency, **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 has won multiple awards from the National Mature Media Awards and the California Association of Public Information Officers (CAPIO).

**Sponsorship Deadline for 2024 Issue Inclusion:
November 15, 2023**



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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 (VCAAA) — a division of the Human Services Agency — the VCAAA Foundation, and dozens of other local agencies and organizations.

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Distribution

The print run for the 2023 issue of **LIVEWell** was 20,000 copies. They become available to the public near the start of each calendar year and are free of charge. The magazine is made available at the following locations:

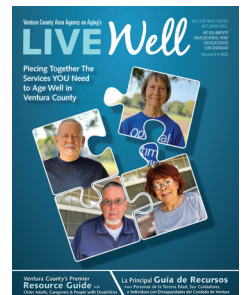
- Ventura County Area Agency on Aging
- Human Services Agency
- Independent Living Resource Center
- Participating businesses & partnering agencies listed in the directory
- Senior Community Centers
- Ventura County Libraries
- Select medical offices and clinics
- Select Vons grocery stores throughout Ventura County

LIVEWell is also made available online as a PDF on the VCAAA website (vcaaa.org).

Description

LIVEWell is printed in an 8.5"x11" format with a full-color glossy cover and full-color pages throughout the guide. The 2023 issue consisted of 52 pages.

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Important Deadlines

Space Reservation Due

November 15, 2023

Ad Materials Due (PDF preferred or 300dpi JPG)

November 15, 2023

Publication Date

early 2024

Advertisement Opportunities

Premium Pages

- Back Cover Half-Page Horizontal (7.5" x 4.75") — \$5,000
- Inside Back Cover (7.5" x 10") — \$4,500

Inside Pages

- Full Page (7.5" x 10") — \$4,500
- Half-Page Horizontal (7.5" x 4.75") — \$3,000
- Half-Page Vertical (3.5" x 10") — \$3,000
- Quarter Page (3.5" x 4.75") — \$2,000

Page Dimensions

Bleed — 8.75" x 11.25"

No bleed — 7.5" x 10"

Safe text — 7.5" x 10"

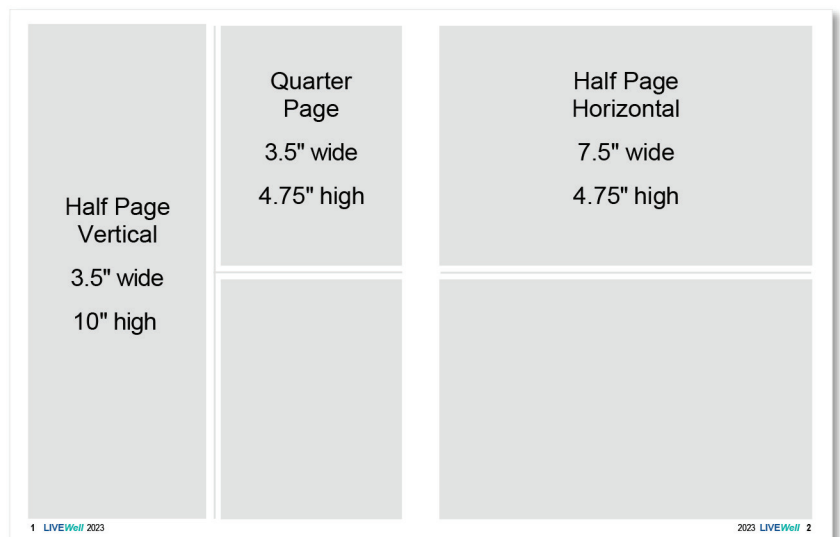
Trim — 8.5" x 11"

(0.5-inch margin on all sides)

Requirements

English and Spanish must be integrated into each single ad.

The VCAAA 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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Advertising Application

Yes! I want to be in the 2024 edition of the 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: _____
Phone: _____
City: _____ State: _____ Zip: _____
Email Address: _____ Website: _____

Billing Information (if different than above):

Company Name: _____
Address: _____
Phone: _____
City: _____ State: _____ Zip: _____
Email Address: _____ Website: _____

I want my display ad in this size:

☐ Full Page \$4,500 ☐ Half Page (horizontal) \$3,000 ☐ Half Page (vertical) \$3,000 ☐ Quarter Page \$2,000

Premium Position:

☐ Inside Back \$4,500 ☐ Back Cover Half Page (horizontal) \$5,000

Please submit the completed advertising application and ad materials/art files to the following address: vcaafoundation@gmail.com. Please make your check payable to "VCAAA Foundation" and send it to VCAAA Foundation, 646 County Square Drive #100, Ventura, CA, 93003.

