



Advertising Rate Sheet for www.BabyBoomerLifeboat.com

Thank you for considering advertisement placement on www.BabyBoomerLifeboat.com. We are confident you will not be disappointed. The rates and ad standards presented are guidelines presented for your review. If you have any questions or wish to proceed with advertising on our site, please contact us at Advertising@BabyBoomerLifeboat.com. You will find us flexible and accommodating.

Advertising Benefits

- BabyBoomerLifeboat.com targets a strong market niche among the 78 million Baby Boomers: Members of the Baby Boomer generation who lack the conventional financial resources for retirement. While they may have real estate assets and/or some savings, they are nowhere close to fitting the profile targeted by investment management firms.

They are therefore focused on affordable consumer/B2B products, programs, investments and services which can be accommodated within their financial means. Bargains, ways to save money, services and products directed at seniors, lower-priced alternatives...basically any offering that stretches retirement dollars will find a receptive audience among these Boomers.

- Baby Boomer Lifeboat posts consistently rank high within major search engines, typically being displayed on the first page of topic returns.
- Our attractive advertising rates and flat-fee structure are designed for affordability and to yield a high return on your investment.

Advertising Rate Guidelines

All rates are on a per-month basis, with payment required at the beginning of the advertising period and monthly thereafter. Standard advertising rates are:

Ad Type	Placement by Category*	1 Mo.	3 Mo.	6 Mo.	1 Yr.
Horizontal Banner (468x60 pixels)	In Post - Top, Middle or Bottom**	\$ 10	\$ 25	\$ 40	\$ 70
Square Banner (250x250 pixels)	Right Widget	\$ 8	\$ 20	\$ 35	\$ 60
Square Banner (125x125 pixels)	Right Widget	\$ 5	\$ 12	\$ 20	\$ 30
Text Ad (~6 words)	Right Widget	\$ 5	\$ 12	\$ 20	\$ 30
	*See Home Page of Website for Category List				
	**May be on a Rotating Basis with other ads.				
Sponsored Post	Published Post	Annual Fee: \$75			
Linked Contextual Text added to Existing Post	Published Post	Annual Fee: \$50			

Advertising Guidelines

- A premium is charged for advertising on certain pages (e.g., Home page).
- Rates for multiple page advertising, "in context" text ads, and non-standard size banner ads are available upon request.
- All ads subject to our prior approval.
- All links are "No Follow." Links open in a new window.
- Sponsored posts are identified as such.
- Clients are responsible for providing/updating graphics.
- Payment is via PayPal, which accepts credit cards and transfers without having to establish an account. Payment is required before advertising placement goes live.

To place your ad, please email proposed graphics and specifics to Advertising@BabyBoomerLifeboat.com. We welcome inquiries.