



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 (866) 284-4955 or at Advertising@BabyBoomerLifeboat.com. You will find us flexible and accommodating.

Website Background

- The site was fully launched in 4Q, 2008. Current traffic is averaging 1000 visitors monthly and growing fast. Current Google rank is “3.” The site is updated daily with new information, links or functionality.
- Pacifica Endeavors is a seasoned Internet marketing company and our goal is to make this site the “go to” place for the two-thirds of Boomers coming up on retirement who have been hard hit by the Great Recession. These Boomers have seen their savings and home equities diminish in value. Our site provides vital information and links to resources that are pertinent to Boomers forced to re-think their retirement strategy.
- Using our search engine optimization expertise and employing aggressive marketing strategies, we are confident that BabyBoomerLifeboat.com is achieving high search engine ranking and expanding Internet visibility. It is fast becoming a premier online resource for Baby Boomers exploring their options for comfortable retirement, but with financial resources less than had been anticipated.

Advertising Benefits

- BabyBoomerLifeboat.com targets a strong market niche among the 78 million Baby Boomers: members of the Baby Boomer generation approaching retirement (ages 50-65) who have suffered investment and real estate setbacks. They are therefore focused on affordable consumer/B2B products, programs, investments and services which can be accommodated within their financial resources. 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.
- Our site has gained outstanding search engine visibility (#1 or first page on Google!) for relevant keyword phrases, such as “baby boomer retirement limited income,” “boomer retire reduced income,” or “boomer retire fixed income.”
- 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	Monthly Rate			
	1 Mo.	2 Mo.	3 Mo.	> 3 Mo.
Full Banner (468x60 pixels)	\$ 45	\$ 45	\$ 45	\$ 40
Half Banner (234x60 pixels)	\$ 35	\$ 35	\$ 35	\$ 30
Vertical Banner (120x240 pixels)	\$ 40	\$ 40	\$ 40	\$ 35
Square Banner (125x125 pixels)	\$ 35	\$ 35	\$ 35	\$ 30
Text Ad (~6 words)	\$ 30	\$ 30	\$ 30	\$ 25

A premium is charged for advertising on certain pages (e.g., Home page). Annual rates, and rates for multiple page advertising, “in context” text ads, and non-standard size banner ads are available upon request. You may provide your own ad graphic (static or dynamic), or we will (for a fee) develop one for you. If you have a question or to place your ad, please:

Call Us: (866) 284-4955; Email Us: Advertising@BabyBoomerlifeboat.com