

The Senior Informer



Seniors Guide



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Seniors Guide AT A GLANCE
November 2009 - April 2010
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Greetings,

Thank you for reading The Senior Informer - Brought to you by Seniors Guide Magazine.

Submit your senior event/article/job listing, at 60 words or less, for next month's issue to **Jeff Hartman** at jeff@rosspublishing.com.

Did you know?

As of March 2009, 30.6 percent of households in Nielsen's National People Meter Panel have a DVR, up significantly from just 12.3 percent in January 2007.

40% of households fast forward through commercials with DVR's

62% of marketers believe traditional TV ads have become less effective during the last two years.
ANA and Forrester Research, "Marketers Losing Confidence in TV"

More than 50% of marketers reported that when half of all TV households use DVRs, they will cut spending on TV advertising by 12%.
ANA and Forrester Research, "Marketers Losing Confidence in TV"

Why pay for expensive :30 commercials when your ad can be seen 365 days a year with Seniors Guide. 135,000 people read our books!

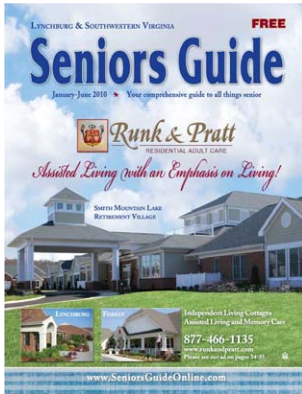
If you purchased one :30 commercial a day 365 days a year, your annual cost would be \$54,750. 45 million viewers fast forwarding through your commercial or simply turning the channel as soon as it comes on - **a cognitive habit**.

If you purchased one full page ad for 12 months with Seniors Guide your cost would be \$6,000. 135,000 people view your ad and only pick up the book that already have a need or soon to have a need.

Seniors Guide is a targeted Publication for the Senior and their adult family.

Senior Industry Events

Seniors Guide Magazine



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[Bentley Commons at Staunton](#)

Concert at the Commons: A Benefit For Haiti *Saturday, February 20, 2010, 1-8pm*

Concert and Silent Auction to benefit the Haiti Relief Effort. All proceeds and donations will go to benefit the Red Cross in Haiti.

Bentley Commons, located at the former site of the King's Daughters Hospital at 1410-A North Augusta Street, offers luxurious, resort-style rental apartment living for adults age 55 and over. For more information about the benefit concert or about all-inclusive retirement living, please call Bentley Commons at 540.885.5454.

[Heritage Green Assisted Living](#)

Coping With Alzheimer's

Thursday February 18, 2010, 6pm

Grieving and music therapy for people with Alzheimer's, or loved ones coping with Alzheimer's.

Guest presenters will be Karen Delorey, RN and Jennifer of Centra Hospice: Capone Music Therapist. Joining them will be Cindy Bondurant - Program Outreach Director for the Alzheimer's Association and Dr. Patricia Pletke - Director Centra Hospice.

Heavy Horsdevors by Michelle Hamrick "The Lunch Bag on Main" located at Holiday Inn Select, Lynchburg.

**Heritage Green Assisted Living
200 Lillian Lane
Lynchburg, VA 24502
434-385-5102**

[The Alzheimer's Association](#)

**Lynchburg's 13th annual Round to
Remember Golf Tournament**

Thursday April 29, 2010, 8am-1pm

Ivy Hill Golf Course, Forest, VA

Lunch 11:30 am.

Registration:

www.lynchburggroundtoremember.com

or call Alzheimer's Association 434.845.8540.

Sponsorships and team available.

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EVENTS**

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SENIOR
EVENTS**

**Submit your event to
www.SeniorsGuideOnline.com as well!
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News From Our Advertisers

[Solid Rock Enterprises](#)

Chris Moore receives CAPS certification

Chris Moore, the founder and president of Solid Rock Enterprises has recently received recognition as a Certified Aging in Place Specialist by the National Association of Home Builders and will complete his Executive Certificate in Home Modification from the Andrus Gerontology Center at the University of Southern California within the next three weeks. Solid Rock Enterprises performs Home Assessments and Home Modifications for people who want to remain in their homes as they age.

DOWNTOWN LYNCHBURG LOFT TOUR

Saturday, February 27, 2010 from 10 AM - 4 PM.

See 8-10 beautifully decorated loft apartments. Tickets are: \$20 (Advance) or \$25 (Day of Tour) after February 1 at the Downtown Visitors Center on Church Street or at the Free Clinic at 1016 Main Street. Funds go to support the Free Clinic of Central Virginia. FREE Parking, FREE Shuttle bus, and most units are handicapped accessible by either elevator or they are ground floor units. Robert "Bob" Barlow, Executive Director - Free Clinic

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Spice Up Your Ad!

Does your ad on www.SeniorsGuideOnline.com include the following ingredients?

- **Email Us**
Allows visitors to email you directly for more information
- **Visit Our Website**
Brings qualified traffic directly to your website
- **Directions**
Gives visitors a map to your door
- **Additional Photos**
Photos provide "The Big Picture" when making decisions
- **Floor Plans**
Provide a layout for a virtual tour experience

**Contact Pat Jones at (540)353-4133
For Help in Your Marketing Kitchen!**

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