

# Silver&Smart

## Who We Are

Welcome to SilverandSmart.com – an information hub for life evolved. We serve the 50+ audience. Our readers are sending kids to college, thinking about retirement, traveling, pursuing their hobbies and living life to the fullest. They have generous discretionary incomes and have reached the prime age to purchase financial products to safeguard their nest eggs and fund a fulfilling retirement.

## Introductory Opportunities\*

Our website was launched in July 2018. We are new and building traffic, which translates to money-saving advertising opportunities for you! Here are a few ways you can get in front of the Silver&Smart audience:

- **Directory Listing for Medicare and LTC Insurance Agents (Other categories coming!)**
  - Free Basic Listing
  - Claimed Listing – Customize your listing with a photo and company description - \$12.99/month or \$139/year
  - Preferred Claim Listing – Get all the advantages of a claimed listing along with top of page placement. \$14.99/month or \$163.99/year
- **Sponsored Articles and Ads on Your Article Page**
  - Submit a 400- to 600-word article, with your byline, to run in your category. \$500
  - Have us write a 400- to 600-word article for you, to run in your category. \$750
  - Run a 300x200 ad in the sidebar of your article. \$100/month – OR- \$1,000/year
  - Run a vertical skyscraper ad next to your article (exclusive – no other ads on page). \$250/month – OR- \$2,000/year
  - Place a Video on your article page (you provide the video). \$250/month – OR- \$2,000/year
- **Sponsored News and Ads on a Business Category Summary Page**
  - Get an “Insightful News” placement with a link to the article on your website. \$100/month – OR- \$1,000/year
  - Run a 300x200 ad in the sidebar of the business category summary page. \$250/month – OR- \$1,000/year
  - Run a vertical skyscraper ad on the business category summary page (exclusive – no other ads on page). \$500/month – OR - \$5,000/year
  - Place a Video on the category summary page. \$500/month – OR - \$5,000/year
- **Sponsored News and Ads on the Home Page**
  - Get an “Insightful News” placement with a link to the article on your website. \$500/month – OR- \$5,000/year
  - Run a horizontal banner ad at the bottom of the page or be featured in our “Cool Products” category. \$500/month – OR- \$5,000/year

*\*Prices effective 7/22/18 and are subject to change at Silver&Smart’s discretion.  
All content and ads are subject to professionalism and suitability review.*