

Silver&Smart

Who We Are

Welcome to SilverandSmart.com – an information hub for life evolved. We are independent content publishers and affiliate marketers, serving 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.

Advertising Opportunities

Here are a few ways you can get in front of the Silver&Smart audience:

- **State Web Page Listing for Medicare Agents**
 - Secure the top position on your state page: \$20/month, recurring
 - Get placement in other page positions, ranked first come, first serve: \$10/month, recurring
- **Sponsored Article**
 - Submit a 600-1,200-word article, with your byline, to run in the category of your choice. Placement: \$200/month, recurring.
 - Have us draft a 750-word article for you, to run in the category of your choice. Flat fee of \$425 for copywriting. Placement: \$200/month, recurring.
 - Subject to editorial review – content must align with the interests of our audience.
- **Ad Within an Article Page**
 - Run a 300x200 ad in the sidebar of an article. \$100/month, recurring
 - Run a vertical skyscraper ad next to an article (exclusive – no other ads on page). \$250/month, recurring
 - Place a Video on an article page. \$250/month, recurring
- **Sponsored News on a Category Page**
 - Get an “Insightful News” placement with a link to an article on your website. \$200/month, recurring. (Subject to editorial review – content must align with the interests of our audience.)
- **Sponsored News or Ad on Home Page**
 - Get an “Insightful News” placement with a link to the article on your website. \$500/month, recurring. (Subject to editorial review – content must align with the interests of our audience.)
 - Run a horizontal banner ad at the bottom of the page or be featured in our “Cool Products” category. \$500/month, recurring.

**Prices effective 1/1/24 and are subject to change at Silver&Smart’s discretion.
All content and ads are subject to professionalism and suitability review.*