

Reach Southwest Florida Seniors When Decisions Are Being Made

Direct advertising for communities and businesses serving Southwest Florida seniors at key decision-making moments.

swflsenior.com/advertise

941-275-2829



THE FOUNDERS RATE GUARANTEE

Month-to-month. No long-term contract. Your launch rate stays locked with continuous renewal.

Get in on the ground floor and keep the same monthly rate for as long as the same placement renews continuously without pause. As SWFL Senior's readership and reach grow, regular advertising rates will increase. If a Founders placement is canceled, paused, or left unpaid, future advertising is priced at the then-current rate.

Month-to-Month Digital Advertising

Recurring placements are billed monthly in advance.

PLACEMENT	BEST FOR	FOUNDERS	REGULAR
Featured Community Placement	55+ residential communities	\$99/mo	\$149/mo
Home Page Ad	Service businesses	\$175/mo	\$250/mo
Home Page Banner	Time-sensitive deals or sales	\$250/mo	\$350/mo

CAMERA-READY AD PLACEMENT IS INCLUDED

Need an ad designed? Add a one-time \$150 creative fee.

Sponsored Features

One-time fee. Clearly identified as sponsored.

Community Spotlight

A polished feature highlighting a community's homes, amenities, lifestyle, location, photos, website, and contact information. Includes 30 days of featured promotion.

\$495

Founders

Regular \$695

Sponsored Article

Useful, relevant educational content developed around an approved topic, published with clear sponsorship disclosure and 30 days of promotion.

\$595

Founders

Regular \$795

01 Featured Community Placement

- ✓ One of the top 3 positions in the 55+ Communities lineup
- ✓ Available to 55+ residential communities only
- ✓ Direct link to the community website or inquiry page
- ✓ Enhanced listing card using an approved logo, image, and short description
- ✓ Nursing homes and skilled nursing facilities are not eligible

No standard ad size required

02 Home Page Ad

- ✓ One of eight advertising positions in the homepage midsection
- ✓ Best for service businesses serving Southwest Florida seniors
- ✓ Direct link to the advertiser's selected landing page
- ✓ Desktop and mobile placement
- ✓ Camera-ready creative accepted

Recommended creative: 300 x 250 px

03 Home Page Banner

- ✓ Horizontal banner placement across the top of the hero section
- ✓ Best for time-sensitive offers, events, promotions, or sales
- ✓ Direct link to the selected landing page
- ✓ Desktop and mobile presentation
- ✓ Limited monthly inventory

Recommended creative: 970 x 250 desktop + mobile version

04 Ad Creative Design

- ✓ Send a camera-ready ad and SWFL Senior will place it as supplied
- ✓ Need design help? SWFL Senior can create the ad for a one-time fee
- ✓ Advertiser supplies final copy, logo, images, and destination URL
- ✓ Creative production begins after complete materials are received

One-time ad design fee: \$150

Simple Month-to-Month Terms

● BILLING

Recurring placements are billed monthly in advance. Sponsored features and creative services are billed before production begins.

● FOUNDERS RATE LOCK

The Founders Rate remains in effect for the same placement while month-to-month renewal continues without pause.

● PLACEMENT

Advertising is subject to availability, audience fit, technical requirements, and SWFL Senior standards.

● CANCELLATION

Cancel before the next renewal date. The current paid month remains active and is not prorated.

● MATERIALS

Camera-ready ads are placed as supplied. Ad design is available for a one-time \$150 fee after complete materials are received.

● EDITORIAL INDEPENDENCE

Paid placements are identified. Advertising does not determine directory information, editorial coverage, facility data, or Senior Industry Watch reporting.

Reserve a Founding Advertiser Placement

Tell us about your business, your audience, and the placement you are interested in.

info@swflsenior.com | 941-275-2829 | swflsenior.com/advertise/

