



# 2022 Advertising Rate Card

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**Your Brand. Our Boomers.** If you are trying to reach baby boomers, you have come to the right place. Established in 2004, babyboomers.com is the resource for Baby Boomers who want to keep their mind open, their information current, their lifestyle healthy, and their life interesting. Use our trusted brand and platform to get your message in front of baby boomers today. We have a wide variety of extremely cost effective opportunities for you to start reaching baby boomers **right now.**



# Facebook Partnership

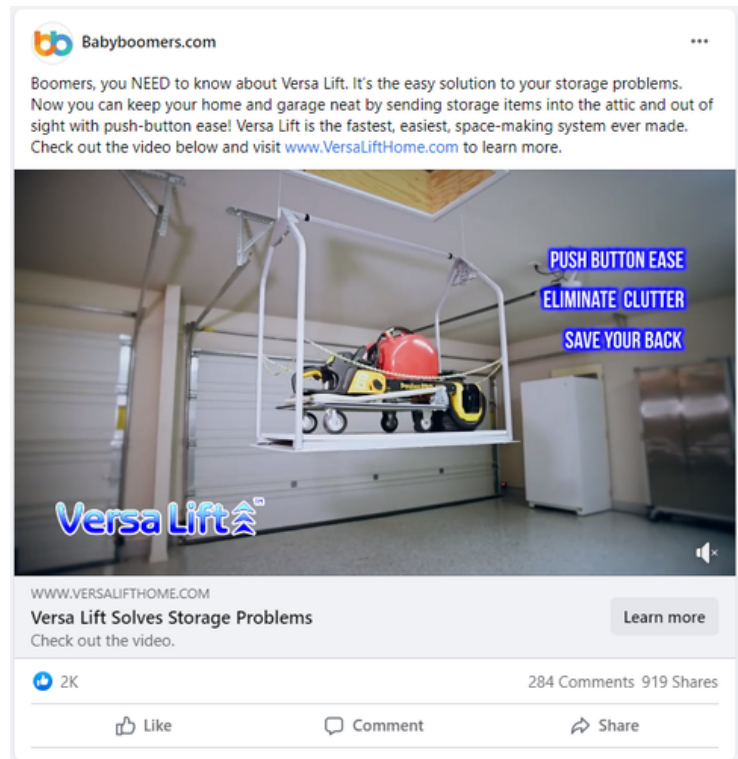
Use our trusted and unbiased babyboomers.com brand to engage with millions of baby boomers on Facebook. Immediate response- Go viral!

Reach 10,000 Boomers: \$200

Reach 100,000 Boomers: \$1,750

Reach 500,000 Boomers: \$7,500

Reach 1,000,000+ Boomers:  
Contact us for Pricing!



# Sponsored Content

Put your brand or product in front of our readers on babyboomers.com! Content marketing is a great way to complement your marketing efforts. All of our outbound links are Dofollow: Increase your brand awareness, website traffic, and SEO!

Link Insertion: \$50

Article w/ backlink  
supplied by you: \$100

Article w/ backlink  
written by us: \$250



# Run of Site Display Advertising

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Put your display ads on our website, babyboomers.com, and start reaching boomers right away! Low cost - huge reach. (Free Basic Ad Design)

10,000 Ad Impressions: \$225 (\$22.50 CPM)

100,000 Ad Impressions : \$2,000 (\$20.00 CPM)

500,000 Ad Impressions: \$8,750 (\$17.50 CPM)

1,000,000 Ad Impressions: \$16,000 (\$16.00 CPM)



## Advertising Contact:

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Website: [www.babyboomers.com](http://www.babyboomers.com)

