

## Why Join Maine Senior Guide

Maine Senior Guide is an on-line resource of Maine-based products, services and information for Maine seniors and their families. As a web-based information site, we don't have the distribution or deadline barriers most print publications experience.

Our target demographic is women 40-65, because they make many of the care decisions for their families and senior loved ones. Seniors themselves are increasingly active in web searches and social media, and are another prime demographic.

MSG represents a powerful, informative, local source of information for users. This power increases with every advertiser, because every advertiser brings more visitors to MSG.

- When someone visits MSG looking for what you offer, you'll be there waiting for them.
- When someone visits MSG looking for your competition, they may find you, too!



### HOW VIEWERS FIND US: Our Own MSG Advertising

MSG advertises in senior print publications and local newspapers around the state. We've used radio and TV as well. We're especially active in social media, with 3,800 newsletter subscribers, more than 2,200 fans on Facebook, and an active blog. Our other major exposure is through our senior Expos, which happen at least five times a year around the state. Paid MSG resources get a discount on senior expo booths. Maine Senior Guide also exhibits at other Expos around Maine.

### Benefits of On-Line Advertising with Maine Senior Guide

Here are the important things you gain with every MSG contract, both Compass Rose and Sextant level:

- Online profile and search banner are available for your potential customers 24/7/365. Your ad is constantly available for your customer base, with no geographic boundaries, distribution problems or publication deadlines. And it's easy to share!
- You can update as frequently as you wish, and send articles for the library.
- People looking at Maine Senior Guide are specifically searching for senior services and assistance.
- Premium level advertisers get social media support on our newsletter, blog and Facebook page.

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