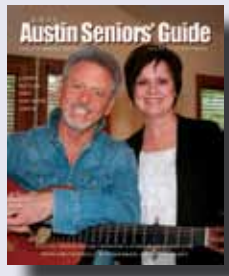


Since 1999, Texas Seniors' Guides has been providing it's publications through targetted direct mail lists. The guides reach seniors, their adult children, and caregivers and connect them to businesses in five general categories:

- Leisure
- Services
- Planning
- Living
- Health & Medical



**Distribution:**

- 75,000 Homeowners (Age targeted direct mail)
- 10,000 Delivered to Businesses, Doctors' Offices, Case Managers, Senior Centers, Churches, etc...
- Travis & Williamson Counties



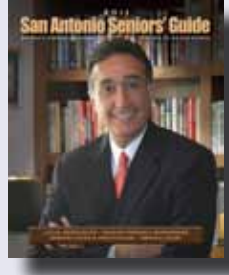
**Distribution:**

- 75,000 Homeowners (Age & Home Value targeted direct mail)
- 12,000 Delivered to Businesses, Doctors' Offices, Case Managers, Senior Centers, Churches, etc...
- Dallas, Collin & Rockwall Counties

**Ft. Worth Seniors' Guide**  
  
**Coming May 2012**

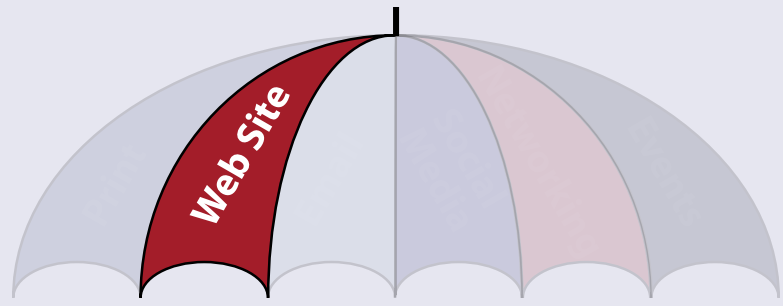
**Distribution:**

- 75,000 Homeowners (Age & Home Value targeted direct mail)
- 10,000 Delivered to Businesses, Doctors' Offices, Case Managers, Senior Centers, Churches, etc...
- Tarrant County



**Distribution:**

- 70,000 Homeowners (Age & Home Value targeted direct mail)
- 10,000 Delivered to Businesses, Doctors' Offices, Case Managers, Senior Centers, Churches, etc...
- Bexar County



**SeniorsGuide.net,**  
**AustinSeniorsGuide.com, SanAntonioSeniorsGuide.com**  
**DallasSeniorsGuide.com, FortWorthSeniorsGuide.com**

**On-line Database of Advertisers**

- Business Name
- Address (linked to Google maps)
- Phone Number
- Link to Business Web Site

**Events Calendar:**

Local events, health fairs, support groups

**Articles**

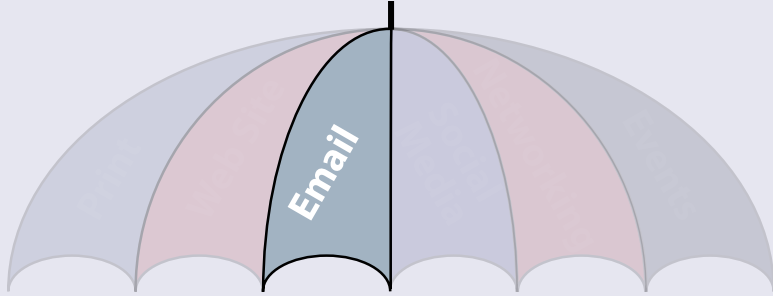
Relevant articles are posted weekly to the web site and promoted on Facebook, Linked-In, and Twitter.

**Online Seniors' Guide**

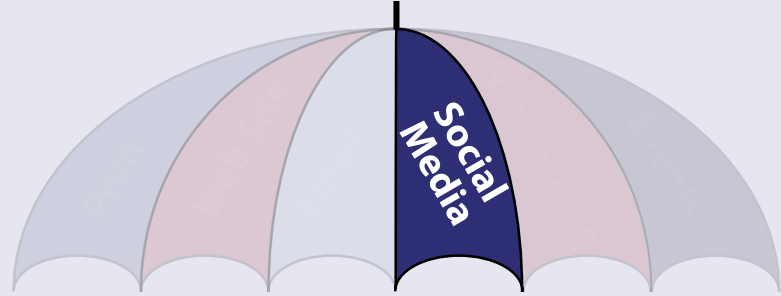
The digital version of each metro area's guide is available to read online, 24 hours/day.

**Exposure**

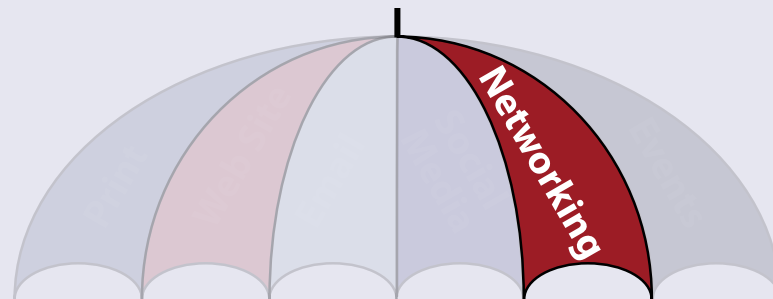
With 5,000+ page views per month, your business continues to stay in front of potential clients. SeniorsGuide.net is consistently listed in the top three listings on most search engines for senior related searches. Today, the fastest growing demographic on the internet are those age 60 and above. Seniors and baby boomers are making use of the internet to search, research and shop for goods and services.



Monthly e-newsletters are sent in each market we serve that highlights the businesses in our publications with a link to their web site. (Banner ads are available for purchase)

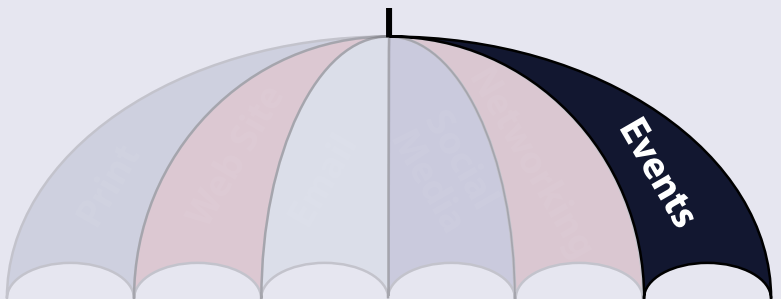


Facebook, Twitter, and LinkedIn are used to promote and increase traffic to our web site (and your business listing)



A network of hospitals, case managers and business partners receive additional copies of guides throughout each market.

Your team at Texas Seniors' Guides also participates in multiple networking venues in each market to develop additional exposure to the guides and web site.



**We work for you!**

Your Texas Seniors' Guides' team participates in multiple health fairs, senior events, and conferences throughout the year to promote your business, our guides, and web site.

Your business brochures are displayed at our exhibit table and are provided as resources for seniors, their adult children, and caregivers in each venue that we participate.



# What Others Are Saying About Us

## Readers

"I have just received my copy of the Dallas Seniors' Guide and am amazed at the compressed and yet informative articles, list of phone numbers and services offered. Thank you for putting together this very organized and easy to use guide."

Ann Minnis  
Dallas, TX

"A lot of the topics you have in this guide were things that we were discussing as a family last weekend."

Jeanine Bilsky  
Austin, TX

"I keep the Austin Seniors' Guide on my desk throughout the year, and refer to it first when I need services or to have work done."

Billy Grant  
Austin Senior

"You've got a great publication and I'd like for my sister and parents to also receive a copy. We need to spread this good information around!"

Kathleen Clark  
San Antonio, TX

## Advertisers

"We are very pleased with the immediate response to our advertising, and are proud to be a part of this outstanding publication."

Professional Caretakers  
Austin, San Antonio, and Dallas, TX

"We like being on the website and in the guide—we've received about half a dozen clients and inquiries as a result."

Care-Connect  
Austin, TX

"It's been five months since the guide was mailed to the seniors, and we are still getting referrals."

ResCare Home Care  
Dallas, TX

"I appreciate all of the leads that I continually receive from the Seniors' Guide. Your guide is so helpful to seniors that they keep it and refer to it when making choices."

The Waterford Retirement Community  
San Antonio, TX