



## **About Us**

FINDHELP4SENIORS.ca was created to serve one of the fastest growing demographics in Canada. Baby boomers are beginning to reach the magic age of 65. According to Statistics Canada, between 2006 and 2026, the number of seniors is projected to increase from 4.3 million to 8.0 million and with that their share of the population will increase from 13.2% to 21.2%. In addition the number of Canadians aged 85 and over will increase from approximately 500,000 in 2006 to about 900,000 in 2026.

Seniors are not homogeneous. There are vast differences in a group that ranges in age from 65 to over 100 years of age. The one thing that they have in common is that they are seniors and their requirements are different from younger members of the population. Recognizing seniors as an important market, many agencies and business have created services and products that are specifically designed to be senior-friendly. Did you know that there are real estate agents with senior citizen certifications that allow them to deal with senior citizens' properties, fitness professionals who are specially trained to keep seniors active, yoga classes for seniors, travel groups for seniors, and the list goes on?

FINDHELP4SENIORS.ca was created so that seniors across Canada can tap into the best senior-friendly resources in their own backyards. The directory is comprehensive and growing exponentially by the day. It is backed up by the users themselves who write their own reviews. In this global village of ours, FINDHELP4SENIORS.ca puts all the information that seniors need at their fingertips in the time that it takes to click a mouse. Visit our community of services, agencies, businesses, and resources for seniors across Canada. We are constantly growing, so please check back often. Together we can make a difference to Canadians seniors everywhere.

## **Mission Statement**

Through our team of dedicated and professional people we will provide our customer with the highest quality of service, support, personal care and professionalism.

## **Vision Statement**

We intend to be the leader in providing everything to seniors. We want all prospective customers to know that we are the firm that focuses exclusively on this market, becoming specialists and therefore serving it better than any other firm. We will be expanding into the US market by fall and into the international scene by the following year's end.

## **Operating Philosophy**

### ***WE EXIST FOR THE CUSTOMER***

- Our people are motivated, supportive, responsible and progressive.
- We build our future through service, people, and the support we earn from our clients.
- Is a result-driven, innovative company dedicated to quality in people, products and service. Leaving the world a better place than we found it.
- Promotes an environment where open communication, mutual trust and respect for our customers and each other are driving forces for the pursuit of success.

We make things right, make things happen and keep things simple.

## **Code of Conduct**

- Products and services that are beneficial to our customers and not harmful to the environment.
- The reduction of waste.
- The conservation of energy.
- Providing a safe and healthy workplace for our employees.
- Having a diverse and open hiring policy.

## **16 Reasons Businesses Advertise With Us**

1. Increased revenues – tapping into the “senior” market sooner because there is one quick place to look. Like Google (a search engine) except focused on seniors.
2. Faster time to market - As a single source of information, we will be able to distribute your information, products or services within minutes of releasing it.
3. Decreased costs – Instead of spending \$500 for one small ad in a local newspaper you can advertise at the gold level nationally all year round.
4. Enhancing Customer loyalty – working with you we are able to add loyalty programs at a fraction of the costs you are incurring now.
5. Increased market share directed at the fastest growing niche marketplace.
6. Improved customer retention levels – consumer feels their voice is heard.
7. Increased competitive differentiation – immediately consumer will know what you offer to your senior clientele as opposed to your competition.
8. Decreased operational expenses – we have several programs design to decrease your operational costs.
9. Increased sales per customer – we work hand in hand with you to get repeat business and referral business.
10. Minimized risk – we have made it risk free to do business with us.
11. Additional revenue streams – gearing your product/service to the fastest growing segment in the population.
12. Increase inventory turns – more sales, faster inventory turns.
13. Faster sales cycles – 24 hours a day we are generating sales.
14. Improved time-to-profitability – faster, and less expensive.
15. Increase global presence a local ad address local people, this advertisement venue is global.
16. Increasing your online traffic – we advertise your website.

## Advertising Options and Prices

**We are rolling back the price 5.00 for bronze, 19.95 silver, 39.99 for gold and 299 for platinum**

<u>Directory Advertising</u>	SHOW SPECIAL	Monthly with Contract Effective Dec 1/09
<b><u>Bronze:</u></b> Company name, address and phone number	\$5.00	\$10.00
<b><u>Silver includes:</u></b> Appears above Bronze listings, a 250 word description, picture, a direct link to your website.	\$19.95	\$29.99
<b><u>Gold Includes:</u></b> Appears above silver listings, a 500 word description, picture, bold type face for your company name, and video hosting (VIDEO MUST BE PROVIDED). Participation in lead generation program, direct link to your website.	\$39.99	\$59.99
<b><u>Platinum includes:</u></b> Everything included in the Gold Plan, a high impact skyscraper ad (60w X 480h pixel), 5000 impressions per month.	\$299.00	\$349.00

**Additional listings for the same residence/service under different categories receive a 20% discount .**

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### **Monthly Display Advertising:**

Virtual Tours	N/A	\$499.00
High-Impact Banner (725w X 90h Pixel)	N/A	\$499.00
High Impact Skyscraper Advertisement (60w X 480h Pixel)	N/A	\$299.00
Features Tile Advertisement (60w X 120h Pixel)	N/A	\$249.00
Featured Banner Advertisement (570w X 75h Pixel)	N/A	\$199.00

Production assistance with display advertising is available for an additional fee.  
All rates are quoted in Canadian funds, net of agency commissions.  
Rates are subject to GST/HST where applicable.

## Web Ad Specification:

These general image specifications apply to all sizes of display ads appearing on Find Help 4 Seniors. All final submissions must meet the following guidelines:

### URL:

Please supply the URL to which your ad is to be linked.

### ALT Image Text:

Please supply 45 characters or less of Alt Text. Artwork may be used on different coloured backgrounds, so please do not create transparent backgrounds. All large flat areas of colour should be from the non dithering palette of 216 colours be especially careful when using JPGs.

### File Format:

Final images should be supplied in GIF & JPG formats or SWF Macromedia Shockwave Files.

### Files Extensions:

File graphics must be supplied with their correct labeling with the appropriate suffix to denote the format e.g. GIF banner called Our Image.gif.

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Contact Person's Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_, Prov: \_\_\_\_\_ Postal \_\_\_\_\_

Authorized Company Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Package: \_\_\_\_\_

Options \_\_\_\_\_ Contract term 1,2,3,4,5,

Payment Type: \_\_\_\_\_

Account Executive Signature: \_\_\_\_\_

**Please Fax to 1-877-679-1115**

## **Facts and Questions**

### **What happens if someone gives me a bad review?**

We moderate every comment before we submit it to the web. We are not out to destroy anyone's business or reputation. Should we get a bad review we will contact you and provide you with an opportunity to make it right.

Upon investigation of a comment if it is deemed to be true, and there is no resolution, if it is serious we will decide the course of action. Worst case scenario we remove your listing and return the advertising monies to you.

### **Can I lock in the introductory pricing?**

Yes you can lock it in for 1, 2, 3, 4, 5 years. You will only be charged for the first year and then each following year on the anniversary.

### **When will the prices go up?**

On September 1<sup>st</sup>, December 1<sup>st</sup>, and again 6 months later. So lock in at the introductory price.

### **Can I pay month to month?**

Yes, but when the price goes up if you want to switch to the contracted price and the time has lapsed to benefit from the introductory price you will be locked into a higher price.

### **How do I arrange to advertise with you?**

Please contact our office, a rate card, and package will be sent to you via email, which will explain the costs and other benefits

### **Can I submit a review, or add a business which we feel is senior- friendly?**

Yes, to review a company is free and encourage as a way to give back. This provides remote adult children an opportunity to read comments of local eyes.