

# gracefully greying®

LIVING LIFE FULLY!

## Advertising/Underwriting Opportunities



Legal - Finance - Health - Worklife - Life Stages - Leisure - Shop - More

home - news - category - healthcare-providers-and-telemedicine



### Leveraging Technology in Telemedicine

With Justin Di Rocco, M.D., CEO of Theoria Medical  
Monday, May 10, 2021

Dr. Justin Di Rocco, CEO of Theoria Medical, discusses the synergy between the stars and engineers, and introduces Cherrilyn, their state-of-the-art high-tech solution to improve workflows and...

READ MORE



### Parkinson Voice Project

With Samantha Elandary, MA, CCC-SLP  
Monday, November 30, 2020

Samantha Elandary, MA, CCC-SLP, Founder and Chief Executive Officer of the Parkinson Voice Project explains how there is relief for individuals with Parkinson's and related neurological disorders...

READ MORE

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Search

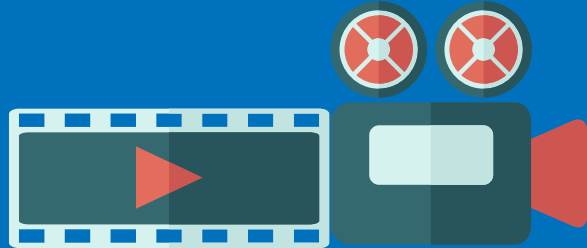
This category sponsored by:

your logo here

# Stats and Figures

over 120,000 website views in 2021

**You Tube**  
**100+** interviews



social media followers



**1,700** followers  
on LinkedIn, Twitter,  
Facebook, Instagram



**21%**  
increase  
per month

**1,500**

newsletter subscribers  
**seniormusings**

FEATURES, THOUGHTS, & NEWS TO LIVE BY

**48%**   
June open rate



**250+**

articles and interviews on  
gracefullygreying.com



**12**

sponsors



gracefullygreying.com

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## Underwriting Opportunities

### Listing Life Fully

Listing Life Fully is a 50-page booklet (hardcopy or download) that helps people create a single place to store important information in different categories including banking, legal, accounting, charities of choice, internet, and possessions. Our wish is to make the digital download a free pdf document for anyone. To do this we are seeking underwriters to cover the cost of preparing the information and advertising it to a wide audience. The total project will cost \$9,000 per year. This project will begin when we reach \$9000, from one to three underwriter participants. Each underwriter will have their logo and a link to their website on the booklet cover and information page at the end. Underwriters will be able to co-brand it on their website.

### How-To-Tech Series

Gracefully Greying is preparing a series of 20+ 5-minute lessons to help seniors and others take the pain out of the "let me show you again" digital tech challenge. Planned lessons to teach tasks on phones, tablets, and computers include:

- sharing your screen on zoom
- opening multiple windows on your computer
- copying links and URL pages and sharing them
- using your calendar to your advantage
- organizing folders and documents on your computer

The cost to underwrite this series is \$5000/year. All lessons will be co-branded with your logo, and you will be given credit during the intro and end of the lesson.

### Website Categories

Gracefully Greying currently has 6 pages on the website: Legal, Finance, Health, Worklife, Life Stages, and Leisure. Each page underwriter will have a banner on the pages and subpages saying they are underwritten by your sponsorship. The cost for this is opportunity is \$4000 per page/year.

Let's talk! Please schedule a time that is convenient for you.





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## Advertising/Underwriting Opportunities

**Advertise your company by becoming part of the Gracefully Greying family!** Promote your business on our website and in our social posts to amplify your reach. Join us and be a part of Gracefully Greying's ongoing educational events, interviews, articles, YouTube channel, e-newsletter, email blasts and social media. Choose from one of five levels:

### Platinum Plus: annual payment \$9,000

- Your personalized company advertisement graphic will be all pages of [gracefullygreying.com](http://gracefullygreying.com)
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website will be the dedicated advertiser's page.
- **A 1-2 minute video, professionally edited video 'Infotainment' segment about your company and the benefits to seniors, with Lila Lazarus. Taping will be done by a video team. This video can be used on your website, social media platforms and other places of your choosing. It will also appear on Gracefully Greying sites.**

### Platinum: annual payment \$6,000

- Your personalized company advertisement graphic will be all pages of [gracefullygreying.com](http://gracefullygreying.com)
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website will be the dedicated advertiser's page.
- **An in-person filmed 1-2 minute video, handheld 'Infotainment' segment about your company and the benefits to seniors, with Lila Lazarus. This video can be used on your website, social media platforms and other places of your choosing. It will also appear on Gracefully Greying sites.**





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## Advertising/Underwriting Opportunities

### Diamond: annual payment \$3,000

- Your personalized company advertisement graphic will be all pages of [gracefullygreying.com](http://gracefullygreying.com)
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website will be the dedicated advertiser's page.

### Ruby: \$270/charged monthly-\$3240

- Your personalized company advertisement graphic will be all pages of [gracefullygreying.com](http://gracefullygreying.com)
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website will be the dedicated advertiser's page.

*\*Please note that the only difference between the Diamond and Ruby status is the payment schedule. The additional payment of \$240 per year covers our additional administrative costs.*

### Sapphire: annual payment \$1,200

- Your personalized company advertisement graphic on all pages of [gracefullygreying.com](http://gracefullygreying.com) with a link to your website for the first six months of your first annual sponsorship. Then your advertisement graphic will appear on the internal pages of the website, but not on the home page.
- Your company name will be listed in the Gracefully Greying monthly newsletter *Senior Musings*, and email blasts with a link to your website.
- Your company logo with link to your website will be the dedicated advertiser's page

<https://gracefullygreying.com/More/Our-Advertisers-Merchants>

*\*Your annual payment at this level allows Gracefully Greying to keep administrative costs as low as possible while still giving your company great placement on [gracefullygreying.com](http://gracefullygreying.com) and on our social media platforms.*

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### Underwriter:

- Sponsor a speaker series on [gracefullygreying.com](http://gracefullygreying.com). Ask us how!

Let's talk! Please schedule a time that is convenient for you.





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## Advertisement Guidelines

**Become a Gracefully Greying Content Sponsor!** Promote your business on our website and in our social posts to amplify your reach. Join us and be a part of Gracefully Greying's ongoing educational events, interviews, articles, Youtube channel, e-newsletter, email blasts and social media.

### Desktop Ad Tile:

(Horizontal Image Size)

Width: 1902 pixels

Height: 495.5pixels

PNG or JPG accepted

### Mobile Ad Tile:

Width: 700 pixels

Height: 642 pixels

PNG or JPG accepted

