

gracefully greying®

LIVING LIFE FULLY!

Advertising/Underwriting Opportunities

how-to tech

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gracefully greying
LIVING LIFE FULLY!

your logo here

Category Lists

1. Favorites

Category Financial

Auto payments

Accounts, location, expenses, payments

welcome.

Listing Life Fully contains all of the lists, wishes, and location of thoughts, concerns, and contacts and is a spreadsheet for electronic use and among those close to you. This book will provide a safe place to store all of the things that you can no longer handle only to have it all in one place. It is a place to store all of the things that you can no longer handle only to have it all in one place. It is a place to store all of the things that you can no longer handle only to have it all in one place.

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Personal document of records, resources, contacts, and wishes.

LISTING life fully!

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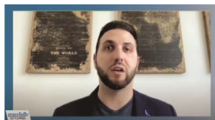
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PODCASTS ADVERTISE
SUBSCRIBE TO OUR NEWSLETTER

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

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



Leveraging Technology in Telemedicine

With Justin Di Rezze, M.D., CEO of Theoria Medical

Monday, May 10, 2021

Dr. Justin Di Rezze, CEO of Theoria Medical, discusses the synergy between the docs and engineers, and introduces ChartEasy, their state-of-the-art high tech solutions 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...

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info@gracefullygreying.com

248.770.4778

*Providing resources and information
to create a productive and vibrant life.*

Welcome to Gracefully Greying,

Sometimes, we have a choice about how we are aging. Other times, there is a swift event that upends everything we thought about retirement and growing older. Enter, the Gracefully Greying community filled with information for those 55+ and/or taking care of loved ones.

Gracefully Greying tackles subjects that reach this demographic, including medical needs, financial, housing, estate, and long-term planning. There is a wealth of information for and about seniors from seeing a new doctor, preparing for surgery, setting up durable powers of attorney, job transitions, and selecting caregivers, to how to have difficult conversations with parents.

There are interviews about heavy subjects such as gray divorces and grandparents' rights, tech scams targeting seniors, and avoiding becoming a victim of scams in general. There is also content for the good times including a cooking series, traveling tips for seniors, volunteering, and other leisure activities.

Subject matter experts lend their voices and resources to the community. Gracefully Greying has interviewed everyone from State Supreme Court Justices to Hospice Directors, and Nutritionists. Interviews livestream every Tuesday morning at 9:15 AM (EST) on Facebook and LinkedIn. They are also available on the gracefullygreying.com website and YouTube, which are updated multiple times a week to bring you the latest information. Being part of the Gracefully Greying community means more than just visiting a traditional website. There are also checklists, classes, articles, additional interviews, and a monthly newsletter.

Gracefully Greying was started by co-founders, Henry Gornbein and Laurie Blume. Gornbein has practiced family law in the Metro Detroit area for over 50 years. Gornbein is of counsel at Lipson Neilson PC. Blume is the owner of Blume Design, a marketing, strategy, and design firm. She has worked with clients on comprehensive marketing campaigns and solutions. Together, they have developed a well-rounded platform to create open and meaningful discussions and provide resources to handle daily life.

Gracefully Greying is free to the public, thanks to our supporters and advertisers and directory members.

- The Gracefully Greyiing Team

gg® Stats and Figures



170+ interviews



19k+ views



1.3k

watch hours

social media followers



2,460 followers on Social Media

21% increase per month



1,700 newsletter subscribers

45% open rate

seniormusings

FEATURES, THOUGHTS, & NEWS TO LIVE BY



250+

articles and interviews on gracefullygreying.com

Our reciprocal posting through ahealthiermichigan.org a partnership with the health and wellness blog from BCBS of Michigan

250,000 potential views per month



As of Q2, 2023

gracefully greying®

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info@gracefullygreying.com / gracefullygreying.com/More/Advertise

As of May, 2023



LIVING LIFE FULLY!

Advertising/Underwriting Series 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: annual payment \$5,000 - \$15,000

- Underwrite a Gracefully Greying ongoing series
- Your personalized company advertisement graphic will be all pages of 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 on the dedicated advertiser's page and directory.
- **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.**

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.

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





LIVING LIFE FULLY!

Lila's Good Health' Series

Gracefully Greying Health Reporter Lila Lazarus produces 12 videos each year called 'Lila's Good Health. She focuses on achieving and maintaining a healthy lifestyle, self-improvement, and has lively discussions with health professionals as well. This series is also featured on Blue Cross Blue Shield's website mibluesperspectives.com. All videos will be co-branded with your logo.

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

All lessons will be co-branded with your logo, and you will be given credit during the intro and end of the lesson.

Cooking with Mindy

We are seeking a Southeast Michigan business to underwrite this series called ***Cooking with Mindy: Delicious Meals for One or Two***. The named sponsor will receive the following:

- Sponsor logo placed on all *Cooking with Mindy* visuals (12 segments per year)
- An interview on the Gracefully Greying Tuesday live streaming show
- Inclusion as an advertiser on the Gracefully Greying site - homepage, and all sub pages
- Inclusion in the Gracefully Greying monthly newsletter
- Ongoing inclusion on social media posts - ie. '*Cooking with Mindy proudly sponsored by.....*'

Mindy Ruben will feature healthy cooking and seasonal recipes featuring in-home menu planning, tips and basics that every kitchen needs! Mindy will focus on meals prepared in 30 minutes or less, and offer recipes in a variety of food categories as well as for those with dietary restrictions.

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.





LIVING LIFE FULLY!

Advertising/Underwriting Opportunities

Diamond: annual payment \$3,000

- Your personalized company advertisement graphic will be all pages of 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 on the dedicated advertiser's page and directory.

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

- Your personalized company advertisement graphic will be all pages of 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 on the dedicated advertiser's page and directory.

**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 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 on the dedicated advertiser's page and directory.

<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 and on our social media platforms.*

Underwriter:

- Sponsor a speaker series on gracefullygreying.com. Ask us how!

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



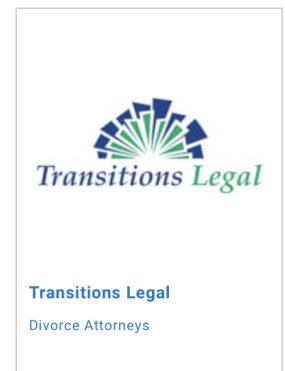
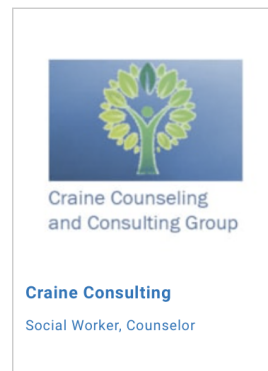


Directory: Annual payment \$250

Advertise your company, organization, or service in our Gracefully Greying directory under one of three main categories:

- Professional Services
 - Medical
 - Legal
 - Financial
 - Additional Service Providers
- Retail
 - Stores
 - Products
 - Classes
- Associations
 - Non-Profits
 - Community Groups
 - Educational Entities

Sample of three Professional Services:



Main page includes an advertisement block with your logo, name, and website, with a link to a full page that includes your contact information, and a brief description of your business and/or service.

All directory members will be added to our newsletter distribution list, unless we receive a specific 'opt out' email.

Sample full page:

[Legal](#)
[Finance](#)
[Health](#)
[Worklife](#)
[Life Stages](#)
[Leisure](#)
[Directory](#)
[More](#)

RCBM
Outpatient Mental Health Clinic
441 South Livernois, Suite 100
48307 Rochester Hills, Michigan
United States
248-608-8800
info@rcbm.net

rcbm.net

The Rochester Center for Behavioral Medicine (RCBM) is an outpatient behavioral health clinic dedicated to improving the quality of life experience for our patients. RCBM brings together a comprehensive treatment team with a wide variety of clinical backgrounds and specialties. Working together, we combine the treatment modalities of psychotherapy with medication and nutrition management to alleviate suffering and help people lead happier, more productive lives.

Under the medical leadership of Joel L. Young, MD, RCBM is a leader in the diagnosis and treatment of ADHD. RCBM also offers a [variety](#)



Sponsored by...to be included in the logo

Monthly 'Cooking with Mindy': Annual payment \$5,000

We are seeking a Southeast Michigan business to underwrite this series called **Cooking with Mindy: Delicious Meals for One or Two**. The named sponsor will receive the following:

- Sponsor logo placed on all *Cooking with Mindy* visuals (12 segments per year)
- An interview on the Gracefully Greying Tuesday live streaming show
- Inclusion as an advertiser on the Gracefully Greying site - homepage, and all sub pages
- Inclusion in the Gracefully Greying monthly newsletter
- Ongoing inclusion on social media posts - ie. 'Cooking with Mindy proudly sponsored by.....'

Mindy Ruben will feature healthy cooking and seasonal recipes featuring in-home menu planning, tips and basics that every kitchen needs! Mindy will focus on meals prepared in 30 minutes or less, and offer recipes in a variety of food categories as well as for those with dietary restrictions.

The **Cooking with Mindy** series will be posted on YouTube, our website, gracefullygreying.com, as well as our social media platforms. The series will be available for the sponsor to share in their marketing and social media channels. The Gracefully Greying team will handle all of the technical preparation and ongoing backend work, to provide the ultimate exposure for our sponsor.

Current Gracefully Greying viewer numbers:

1,369 YouTube views in the last 28 days

Our top YouTube interview has 869 viewers

2.4 k views on our website in the last 90 days, over 19,000 views total

217 organic searches for the website the week of Jan. 23, 2023

Over 2,400 users on social media (FB, LinkedIn, Twitter, Instagram)

Over 1,700 newsletter subscribers

[Click here to view interview](#)

