

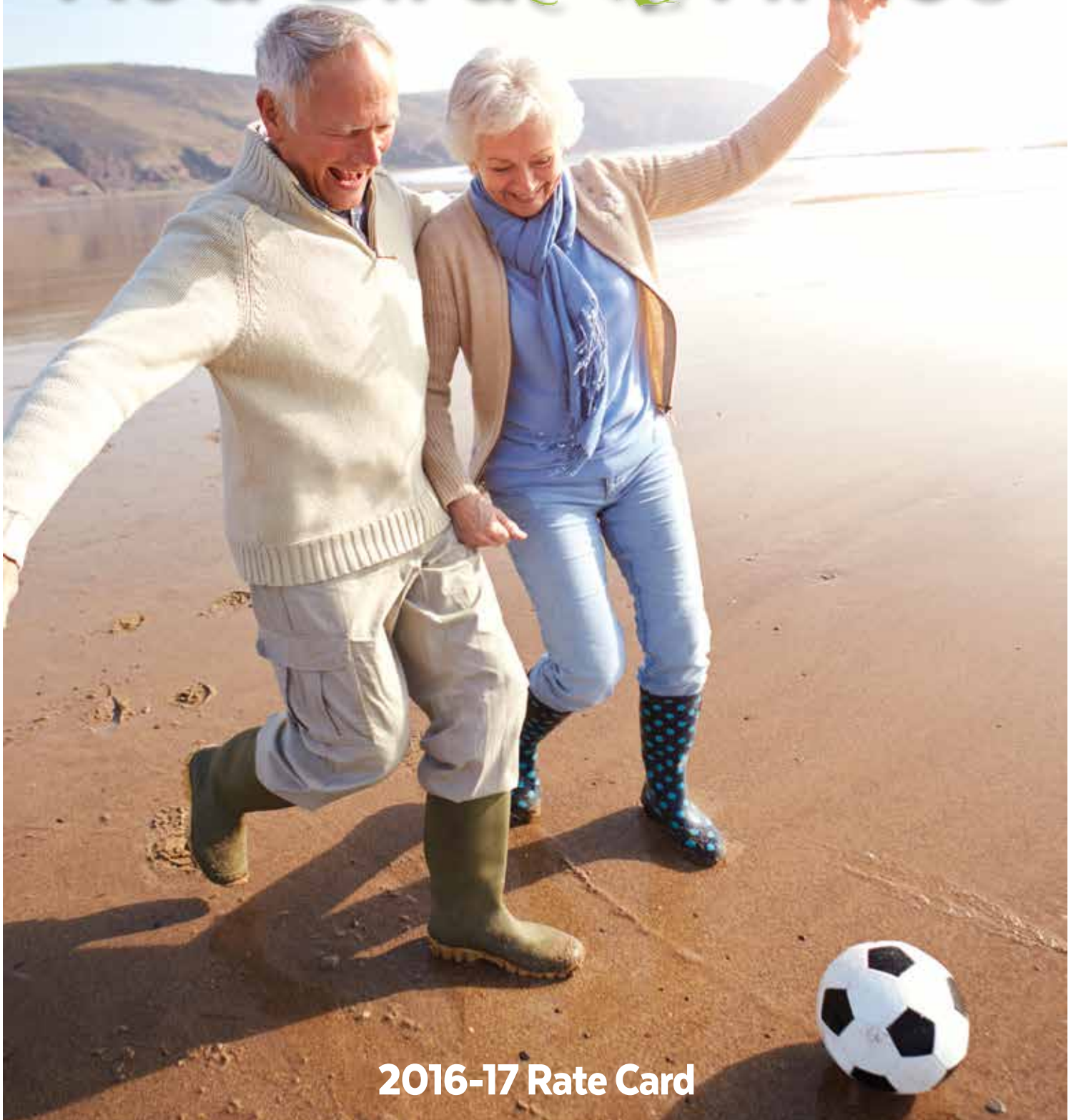
FREE!

"You can't turn back the clock, but you can wind it up again."

Monthly Magazine for Age 50 and Better

www.redbirdtimes.com

Red Bird Times



2016-17 Rate Card

Give Your Business A Boost with Targeted Senior Advertising!



Statistics show that consumers age 50 and up account for approximately half of all packaged good purchases, and households headed by seniors boast more than 20 times the net worth of those headed by their counterparts age 35 and under. This level of senior spending makes our Red Bird Times publication one advertising opportunity you can't afford to miss. Filled with informative health, leisure and lifestyle features geared specifically toward readers 50 and over, this monthly magazine will be distributed to strategic VA/NC locations, giving your business valuable exposure to local seniors and their loved ones.

Advertise in the FUN Senior Magazine!



Every month The Red Bird Times features articles and entertainment for for 50 and better crowd. Our regular features include:

- Elder Law Attorney Robert Haley has a full page article each month with guidance on estate planning and issues facing seniors and their families.
- Heartstings Column • Crossword Puzzle • Word Search • Trivia • Flash-back Pictures • Coloring page for relaxation • Recipes • Jokes • Cartoons and much more!

The Red Bird Times was recently presented three national publishing awards from the North American Mature Publishers Association (NAMPA).

Red Bird Times

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3157 Westover Drive
Danville, VA 24541
434.822.1800 • Fax 424.822.2400
info@redbirdtimes.com
www.redbirdtimes.com

PLAN AHEAD!

The Red Bird Times is distributed on or near the first of every month 12 times a year.

Red Bird Times prints 11,500 copies every month.

To advertise in The Red Bird Times, call Robin Martin at 434.728.3817 or

434.822.1800

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\$195

Banner

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1/6 PAGE

H: 3.50 x 3"

\$120

1/8 PAGE

H: 3.50 x 2.25"

\$90

Advertise ONLINE

Today's seniors spend more than \$7 billion online annually, making our Red Bird Times paper a strategic place to showcase your products and services.

Call today about our print and online ad packages, and maximize your exposure to the local senior market.

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Piedmont Medicare Advantage options can often be difficult. It is important to have the right tools to help choose the health plan that best fits your needs.

Piedmont Medicare Advantage (PPO) help. We can provide you with the support you need to help you make an informed decision about your Medicare Advantage plan. Our plans specialize in convenience, reliability and quality care. We have an extensive network of healthcare providers across Virginia. And because we're local, you can meet with us in person, face to face at our office or in your home.

Piedmont Medicare Advantage can help you choose the right path.

Call 434-509-4857 to get the information you need. TTY users call 1-877-295-1454.

Hours of Operation: Feb 15 – Sept 30, 8am – 8pm, Monday – Friday

PIEDMONT COMMUNITY HEALTHCARE

Red Bird Times **DISTRIBUTION**

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Westover Library
Danview Restaurant
Food Lion Westover
Goodwill Westover
Brookdale Piedmont
Imaging Center
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Bojangles
Piedmont Pharmacy
Piedmont Primecare
URW Lowes Dr
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Kare Pharmacy
Burger King
Holiday Village
Nikkis Restaurant
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Rubens 58W
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Ballou Park & Rec
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Stratford Rehab
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Old Dutch Memorial
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Ginas Restaurant
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Food Lion 58
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Goodwill 501

MARTINSVILLE VA

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