

The logo for AGIS Network. The word "AGIS" is in a large, dark green, serif font with a stylized flourish under the "A". A small "SM" trademark symbol is to the upper right of "AGIS". Below "AGIS" is the word "NETWORK" in a smaller, dark green, sans-serif font.

# AGIS<sup>SM</sup> NETWORK

AssistGuide Information Services

## Media Kit

Delivering a highly valuable audience of consumers seeking  
eldercare products, services and information.



## About AGIS

### THE AGIS GOAL

Helping caregivers and their loved ones meet the challenges of aging by providing a comprehensive network of eldercare services, products and financial solutions.

### A UNIQUE APPROACH:

- ❖ AGIS brings together eldercare **information, resources** and caregiver communities.
- ❖ We **connect** consumers, national agencies, employers and providers to learn about the range of solutions and to connect with specific solutions to solve real life issues.
- ❖ We bring together caregivers into a **Community** where they can share, learn and get support.
- ❖ We create **efficiency** for caregivers through tools that inform on what to do, how to do it and what resources can help.

### FIND OUT MORE:

You can learn more about AGIS [here](#) or check out the New York Times article on "[The Graying of the Web](#)" to see why AGIS is one of the fastest growing websites dedicated to caregivers.



## The AGIS Audience

The site delivers a highly valuable audience of consumers seeking eldercare products, services, and information.

### **OUR TARGET AUDIENCE IS:**

- ❖ Caregivers
- ❖ 40–60 year old; with average age of 46 years
- ❖ 60% female / 40% male
- ❖ 34 Million family caregivers of adults 50+
- ❖ Average caregiving duration is 4.3 years
- ❖ 51M Middle Adults (45 – 55 yrs) online today,
- ❖ growing to 59M in next 3 years
- ❖ Very targeted demographic

### **GENERAL CAREGIVER CHARACTERISTICS INCLUDE:**

- ❖ Want to make the right decision for their loved one, but worried they don't know how
- ❖ Unaware of resources that can help both the caregiver as well as the care recipient
- ❖ Most caregivers are married or living with a partner (62%); most have worked and managed caregiving responsibilities at the same time (74%)

# AGIS Marketing Solutions

## **INFLUENCE PURCHASE POWER AND BRAND PREFERENCE**

A change of life means a change in buying habits.

The transition to caregiver is a major driver of **new purchases** — such as buying new safety aids for loved one's home, organizing food and meal services, investing in long term care insurance, or transitioning a loved one to a continuing care facility.

It is also a key stage in which to influence caregivers' **brand preference** and future purchase behavior for their loved ones and themselves.

## **ENGAGE WITH CAREGIVERS**

AGIS Marketing Solutions provide targeted access to these **key decision makers** who are seeking eldercare information, products and services.

We offer a range of **innovative marketing strategies** and tools designed to give you the targeted message delivery you need, including:

- Standard Media Advertising
- "Hot Topics" Sponsorships
- Social Media Packages (contact [sales@agis.com](mailto:sales@agis.com) for details)
- Dedicated Micro-sites (contact [sales@agis.com](mailto:sales@agis.com) for details)

# AGIS Marketing Solutions (cont'd)

## **INTRODUCTORY OPPORTUNITIES**

AGIS Marketing Solutions offer a number of benefits for introductory advertisers:

- ❖ Campaigns can reap the benefit of unlimited traffic growth with no monthly page impression caps. Monthly unique users are growing at a rate of approx. 300% [Source: Omniture. Oct. 2007]
- ❖ In addition with every purchase made by December 31st 2007 we offer introductory value add opportunities to choose from including one month of:
  - ❖ Wide Sky Scrapers in our popular communities section (25% SOV)
  - ❖ Wide Sky Scrapers in our search results pages (25% SOV)
  - ❖ Sponsorship of our tips, polls and checklists modules (25% SOV)
  - ❖ Development of a dedicated in-page partner module
  - ❖ And more...

## **REPORTING**

Monthly campaign reporting is provided to clients for all marketing solutions.

Campaign reporting includes page views and click performance by overall product (e.g. sponsorship) and by overall campaign, including any value add opportunities.

A final campaign wrap up will also be provided at the end of the campaign.

# AGIS Standard Media Advertising

Advertise your brand within high reach channels of the AGIS site by purchasing a Standard Media Category Package/s.

## TARGETING OPTIONS

The following category packages are available for standard media purchases:

Category Package	Product	Monthly SOV
Caregiving Overview*	Wide Sky Scraper	100%
Housing*	Wide Sky Scraper	100%
Staying at Home*	Wide Sky Scraper	100%
Assisted Daily Living Aids*	Wide Sky Scraper	100%
Mental & Physical Health*	Wide Sky Scraper	100%
Support Services*	Wide Sky Scraper	100%
Legal and Financial*	Wide Sky Scraper	100%
Online Communities**	Wide Sky Scraper	25%
Online Communities**	Wide Sky Scraper	100%
Home Page	M-REC	25%

\* Package includes category main page and all associated sub category pages in Learn About Caregiving.

\*\* Package includes Online Community and Expert Guidance pages.

# AGIS Standard Media Advertising

## CATEGORY PACKAGE EXAMPLE

The screenshot shows the AGIS website interface for the article "Staying at Home". The page includes a search bar, navigation tabs, and a sidebar with a "Learn About Caregiving" menu. The main content area features the article title, a photo of an elderly couple, and introductory text. Below the text are sections for "Care Coordination", "Improving Your Home", "Caregiving Services", and "Food & Meal Services". A large red-outlined box labeled "wide skyscraper 160 x 600" is positioned on the right side of the article content, with the word "ADVERTISEMENT" centered below it.

The screenshot shows the AGIS website interface for the article "Food & Meal Services". The page layout is similar to the first screenshot, with a search bar, navigation tabs, and a sidebar. The main content area features the article title, introductory text, and a "Tip" box on the right. Below the text are sections for "Related Articles", "Checklists", and "Additional Resources". A large red-outlined box labeled "wide skyscraper 160 x 600" is positioned on the right side of the article content, with the word "ADVERTISEMENT" centered below it.

# AGIS Standard Media Advertising (cont'd)

## GENERAL INFORMATION

- All creative (asset and linking URL) is due 5 business days prior to launch date.
- We use Open Ads to serve ads.
- Third party redirects are accepted.
- For conversion tracking queries please contact [sales@agis.com](mailto:sales@agis.com).
- All advertising must comply with the AGIS Advertising Policy and Creative Guidelines.
- Standard Media Category Packages are purchased on a monthly basis.

## STANDARD MEDIA ADVERTISING SPECS

Product	Pages	Location	Dimension	File Size	File Type
Wide Sky Scraper	See Targeting Options Above	Right Side of Page*	160x600	20k	Static GIF/JPEG
Medium Rectangle	Home Page	Central	300x250	20k	Static GIF/JPEG

Neither the target URL nor the click-through URL may exceed 200 characters

Alt text is optional and must not exceed 30 characters.

One URL or click command for standard media units.

\* All Sky Scraper units are located on the right side of page, with the exception of Expert Guidance pages where they are located on the left.



# AGIS “Hot Topics” Sponsorship

Sponsor a key caregiving topic and improve brand awareness and preference by connecting your brand with AGIS trusted editorial content.

Own a caregiving “Hot Topic”... A sponsorship includes sponsor’s logo, wide sky scraper and content module on associated AGIS “Hot Topic” pages.

## **SPONSORSHIP OPTIONS**

“Hot topics” available for sponsorship includes:

- Caregiving Overview
- Housing
- Staying at Home
- Assisted Daily Living Aids
- Mental & Physical Health
- Support Services
- Legal and Financial

Sponsorship of a “Hot Topic” includes 100% SOV of the topic/category main page and all associated sub category pages in Learn About Caregiving.

# AGIS "Hot Topics" Sponsorship (cont'd)

## SPONSORSHIP EXAMPLE

The screenshot shows the AGIS website interface. The main article is titled "Mental & Physical Health" and features a photo of an elderly man. A red box highlights the "Module Title" section, which includes a text description and a call to action. Another red box highlights a "150 x 60 Logo" area. A large vertical red box on the right side is labeled "wide skyscraper 160 x 600" and "ADVERTISEMENT".

The screenshot shows the AGIS website interface for the "Alzheimer's" article. A red box highlights the "Module Title" section, which includes a text description and a call to action. Another red box highlights a "150 x 60 Logo" area. A large vertical red box on the right side is labeled "wide skyscraper 160 x 600" and "ADVERTISEMENT".

# AGIS “Hot Topics” Sponsorship (cont’d)

## GENERAL INFORMATION

- All creative (asset and linking URL) is due 15 business days prior to launch date.
- We use Open Ads to serve Wide Sky Scraper.
- Third party redirects are accepted.
- All advertising must comply with the AGIS Advertising Policy and Creative Guidelines.
- Sponsorships are purchased on a monthly basis.

## SPONSORSHIP SPECS

Sponsorship Elements	Location	Dimension	File Size	File Type
Logo	Top	150x60	4k	Static GIF/JPEG High resolution
Wide Sky Scraper	Right Side of Page	160x600	20k	Static GIF/JPEG
Content Module	Top Right Side of Page	Title: 23 char. max. Body: 150 char. max.* Call to action: char. max. 23. [Character limits include spaces].	N/A	Text

\* Content Module body text is interchangeable with multiple links.

Logo, Sky, and Content Module’s main call to action need to share same URL or click command.

## Contact Us

AGIS offer advertisers high-impact media solutions designed to reach a targeted audience through a variety of standard media units, sponsorships, social media packages, and custom micro-site opportunities.

Interested in advertising with AGIS? Make sure to review our [advertising policy](#) for more information.

To contact us please send us an e-mail.

[sales@agis.com](mailto:sales@agis.com)

Thank you for your interest in AGIS.

# AGIS Creative Guidelines

All advertisers and creative are subject to AGIS approval and must meet the defined specs, Creative Guidelines, and Advertising Policy. AGIS reserves the right to refuse any advertiser, creative, or URL

## **CREATIVE GUIDELINES**

- Any questions relating to creative production including tips for file size optimization please email [sales@agis.com](mailto:sales@agis.com).
- All click through urls must open in a new browser window.
- Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertisers name to signify that it is an ad creative banner, not content.
- Ads may not have transparent backgrounds and may never blend into the screen content.
- Advertising standards prohibit advertisers from issuing ads, infomercials, or advertorials in such a manner that the viewer or reader believes the content is news, rather than advertising.
- AGIS properties may not be used to imply affiliation with or an endorsement by AGIS—whether an AGIS product, content, or service—unless such a relationship exists.
- Prior to submission creative should be testing for stability across all browser platforms

# AGIS Creative Submission Process

Submit all standard advertising creative to [sales@agis.com](mailto:sales@agis.com). Sponsorships or artwork assets for any special advertising, product, or project, please work with your AGIS Representative to determine the best process for submittal. In order to help us implement projects as quickly and efficiently as possible, please supply the following:

- Advertiser name as appears on AGIS Order/Contract
- Campaign name
- Submitter's name, phone number and e-mail address
- Contract start/end date
- Clickthru and Alt Text: URL's must be submitted with all creative. Alt text is optional, and cannot exceed 30 characters