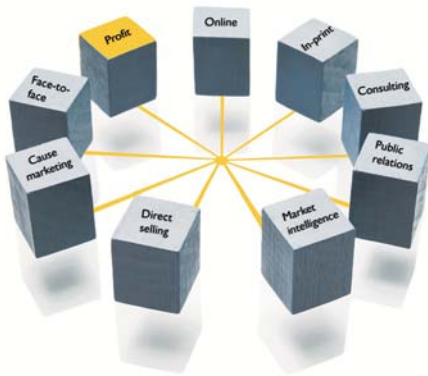


## 2009 Media Kit

Building relationships  
that build business



# ICAA makes it easy to tell your story,



A multipronged marketing approach to tell and sell your story

The research firm BCC projects that by 2009 consumers will spend over \$72 billion dollars on products and services to help slow the aging process. This is what happens when older adults want to improve their health. This is also what happens when the largest, richest and fastest-growing segments of the population demand products and services designed and marketed specifically for them—and they get them.

As more than 78 million Boomers make their way into retirement with over two trillion dollars in buying power, senior living communities, fitness clubs, medical fitness centers, and other organizations will continue to develop fitness and wellness facilities, programs, equipment and services that address the health issues associated with inactivity and aging. They will also offer full-service spas and lifestyle modification products and services that can help enhance the aging process.

Whether you are an architect, developer, builder, supplier, operator or consultant, you have untold opportunities in front of you as a provider of age-friendly wellness products and services. The key is to build an identity and a marketing strategy that maximize your success.

What identity do the professionals of the ICAA Network associate with your company? Or, more importantly, what identity do you want them to associate with your company? Once you determine what you want to say, let the International Council on Active Aging help you “Tell Your Story, Your Way.”

Through ICAA’s marketing program, you access tools to write a story that resonates with the professionals who advise the fastest-growing market in the world: older adults. Then, with an on-target message, tell your story using an integrated marketing approach. ICAA is your partner in building a corporate identity that will drive your sales and profits to new heights. Start telling your story.

# your way

International  
Council on  
Active Aging



## A multipronged marketing approach to tell and sell your story

### 1: Market intelligence

ICAA partners, advertisers and Preferred Vendors now have exclusive access to the ICAA Knowledge Center, a new online support tool that provides valuable insight into the older-adult market, active-aging industry and ICAA's network of members and colleagues.

### 2: Consulting

When numbers are not enough, consider ICAA consulting services as your knowledge partner. Led by Colin Milner, one of North America's foremost visionaries and original thinkers regarding the health and well-being of the older adult, ICAA consulting services provide the expertise you need, when you need it.

### 3: In-print advertising

What better way to tell your story, your way, than in the ICAA flagship publication, the *Journal on Active Aging*. Approximately 75% of readers cite the *Journal* as their most influential information source after word of mouth. The annual *ICAA Developer's Guide* and *ICAA Preferred Vendors Guide* also offer excellent opportunities to tell your story in print.

### 4: Face-to-face

Meeting potential clients face to face allows you to sell your story while building long-term relationships. Whether at the 2009 ICAA Conference, ICAA Strategy Sessions, or at events specifically designed for your organization, ICAA enables you and your potential clients to see eye to eye.

Continued on page 4

## 2009 Media Kit

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Active-aging drives demand

### **5: Public relations**

The ICAA Preferred Vendor Program offers your organization's public relations department the opportunity to "Tell Your Story, Your Way." Whether in print or online, this 12-month program provides your organization with a unique opportunity to keep ICAA members abreast of new products and services in the *ICAA Preferred Vendors Guide*, and on an ongoing basis in the *Journal on Active Aging*.

### **6: Online marketing**

ICAA presents two programs to showcase your products and services online. The first is the monthly email announcement of products and services entitled *Showroom*. New this year is the online *ICAA Expo*, delivered in conjunction with *ICAA Research Review*, 45 times a year.

### **7: Cause marketing**

ICAA's Advocate Partner Program offers participating organizations the opportunity to enhance their corporate identity by showing their commitment to active aging. In a recent ICAA survey, 75% of respondents stated that one of the most influential factors, prior to making a purchase or lease decision, was a company's support for the development of the industry.

### **8: Direct selling**

ICAA provides advertisers with a unique leads system that offers them the ability to provide sales staff ongoing access to high-quality buyers, keep the leads pipeline filled, and focus the sales team on selling instead of lead generation. Sales managers use this system to evaluate their staff's sales ability and follow-up skills.

# Market intelligence drives results

## New for 2009

ICAA offers partners, advertisers and Preferred Vendors to [Market Intelligence](#), a new market intelligence website

ICAA understands the impact that having access to the most reliable market intelligence can have on your business. Market information is a crucial part of the decision-making process, whether you are deciding which trade shows to attend, how to write and design your advertisements and support literature, or how to train your sales team.

To help guide you through your marketing experience with ICAA, we have developed a marketing intelligence website for our partners, advertisers and Preferred Vendors. This website offers you the most comprehensive look at how the older-adult market is impacting 12 different segments of the health and fitness industry. It also offers you a comprehensive look at the areas of influence, budgets and buying decisions of ICAA members. Whether you are a CEO, marketing executive or sales representative, you can utilize the information to:

- the market intelligence you need to better communicate with the active aging-industry and ICAA members.

- a greater understanding of the market's potential and ICAA members' purchasing power.

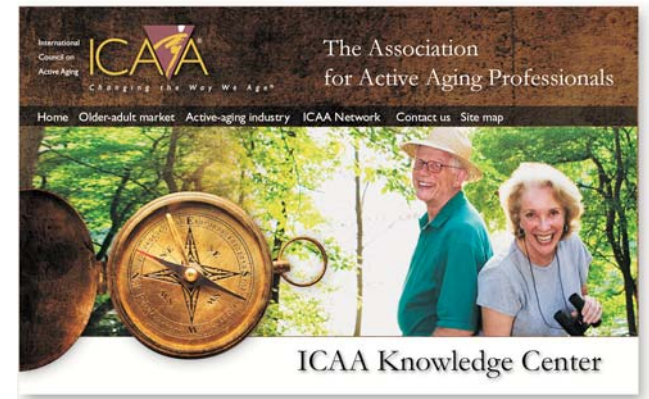
- from knowing which marketing channels have the greatest impact on ICAA members' buying decisions.

- what ICAA members are looking for in the products they purchase and the companies they deal with.

- your sales representatives on how your products and services can meet the specific needs of the older adult and ICAA members.

These are only a few of the benefits of market research.

To learn more about the active-aging industry or ICAA's membership,



# ICAA Network profile

*8,000+ organizations that own or manage 40,000+ locations*

---

## **Total number of senior living communities and seniors centers in America: 92, 869**

*Active adult communities*

3,000

*Independent living*

6,100

*CCRCs*

4,041

*Senior apartments*

11,728

*Assisted living*

36,000

*Skilled nursing*

17,000

*Seniors centers*

15,000

Source: *Active Aging in*

*America, Volume 1. Residential*

*and Commercial Fitness*

The ICAA Network provides an exceptional opportunity to connect with dedicated industry professionals who work within retirement communities, active adult communities, assisted living communities, seniors centers, medical wellness centers, and other wellness- and fitness-related fields. These professionals are typically:

- Full-time employees
- Have a bachelor's or master's degree, or certificate
- 6 years in current position
- 15 years working professionally in the health and wellness field

The ICAA Network is not only filled with industry veterans, but also individuals who are at the top of their field:

- 71% upper management or owners
- 26% middle management or program directors
- 3% researchers, personal trainers and health promotions professionals

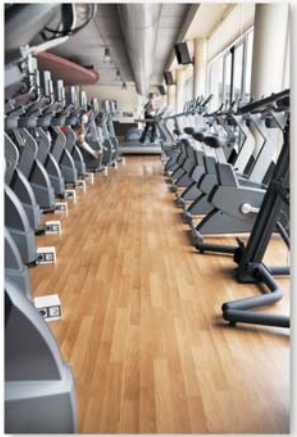
These individuals are experienced consumers.

Between their extensive life and industry experiences, they know what they are looking for. This fact may explain why 90% of them want to try a product or service before purchasing it. And, why 88% of them would prefer to deal with a sales representative who is knowledgeable about the needs of the older adult and their organization.

ICAA Network professionals work at for-profit organizations, not-for-profit locations or government agencies. These locations include:

- Senior living communities 41%
- Seniors centers, Area Agencies on Aging, departments on aging, municipal centers 23%
- Fitness centers and health clubs 12%
- Medical wellness, health systems and rehab 7%
- YMCAs and JCCs 6%
- University campus recreation 3%
- Government and associations 3%
- Developers and architects 2%
- Other 2%
- Personal training studios, personal trainers 1%

# Buying habits of ICAA members



Over the past two years, \_\_\_\_\_ of ICAA members developed a new fitness or wellness center or expanded their current facility.

Over the next two years, \_\_\_\_\_ of members plan to develop a new fitness or wellness center or expand their current facility.

## Types of products and services purchased or leased by members %

Exercise equipment	81
Training and/or continuing education for staff	72
Recreation supplies	65
Services of instructors who are paid independent contractors	58
Activity supplies	57
Educational products and services for clients	55
Aquatics equipment/services	45
Computer equipment	44
Landscaping and maintenance	40

## Types of equipment provided in fitness or strength training area %

Bands and tubing	83
Free weights	79
Cardiovascular machines	72
Strength machines	68
Stability balls	66
Pulley equipment	45

## ICAA members who have a capital budget to buy or lease new equipment when needed %

Fitness/exercise equipment	54
Activities	26
Recreational equipment	25

## ICAA members who have an annual operating budget to upgrade or maintain current equipment %

Fitness/exercise equipment	57
Activities	37
Recreational equipment	35

Source: *Active Aging in America Volume 2. Wellness Program Products and Services Report 2006*

# Face-to-face marketing



Industry leaders at  
ICAA Strategy Session  
in Washington, DC

For the past six years, ICAA has produced conferences and regional events that offer you the opportunity to meet face to face with leading professionals in active adult, retirement and assisted living communities, hospital fitness, rehabilitation, spa, health club, military, medical, YMCA/YWCA/JCC and resort industries. These events promote intense interaction among peers and leading authorities from the public and private sectors and academia. Delegates to ICAA events gather to gain new perspectives and knowledge crucial to leading their organizations.

These events offer a comprehensive menu of pre-event, on-site and post-event marketing opportunities. We can also customize event-marketing programs to help you leverage each event. The following ICAA events are scheduled for 2009:

## **ICAA Strategy Sessions**

ICAA meets twice a year with key industry leaders to discuss industry needs and brainstorm solutions. Held each September in conjunction with Active Aging Week and in December during the ICAA Conference, the Strategy Sessions are exceptional opportunities for thought, discussion and networking.

These meetings also offer you the opportunity to meet these key industry leaders face to face, and to participate in creating a vision plan for the future growth of the industry.

Sponsorships: \$7,500 per event, two event commitment (restricted to six sponsors)

## **ICAA Conference and preconference**

The 2009 ICAA Conference and preconference offer you the ideal opportunity to meet with other professionals who seek to enhance the health, wellness and quality of life for adults 50 and older. Sponsors and partners of these events enjoy access and exposure to key prospects and customers in an environment conducive to networking and relationship building. Sponsorship opportunities available:

Sponsor of Networking Lounge: \$3,000

Sponsor of ICAA Conference bag or preconference workshop: \$5,000

Conference sponsor: \$12,500

# Public relations

## ICAA Preferred Vendor Program

The ICAA Preferred Vendor program offers your organization's public relations department the opportunity to "Tell Your Story, Your Way" over the course of the program's 12-month term. Whether in print or online, your organization will be provided with the opportunity to keep ICAA members abreast of new products and services, on an ongoing basis, in the *Journal on Active Aging*. You will also gain significant visibility in the annual *ICAA Preferred Vendors Guide*, where your organization will receive a two-page corporate profile to tell your story, your way. After appearing in the print guide, your profile will be housed on ICAA's website for one year, offering increased visibility.



The ICAA Preferred Vendor program is

The ICAA Preferred Vendor Program is not only a strong public relations program; it also offers you the implied endorsement that comes with your participation. When ICAA members see the ICAA Preferred Vendor logo attached to your outreach programs and in your marketing pieces, they assume you share ICAA's commitment to Changing the way we age®. And they attach to you or your organization all the credibility of ICAA, its advisors and business partners.

How important is this to your company? Over 66% of ICAA members state that Preferred Vendor status is an influencing factor when evaluating a product or service. And the 2007 ICAA membership survey revealed that "credibility, a commitment to, and involvement in the market" are vital to achieving success with ICAA members.

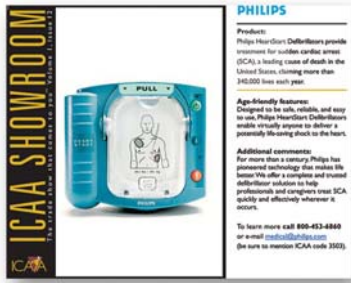
## Advocacy and public relations (new for 2009)

In 2001 ICAA set out on its mission of Changing the way we age®. ICAA's Active Aging Week, initiated in 2003, is held each year during the last week of September to promote the benefits of healthy aging on a national scale. Today, well over 2,000 organizations support this initiative with their involvement during the week, presenting activities and exercise in a safe, friendly and fun atmosphere.

As an Advocate Partner of this event, your organization will be positioned as a supporter of this message, offering you a valuable public relations outreach tool.

Advocate Partner opportunities: \$7,500 each

# Online marketing



## Showroom (monthly email)

This cutting-edge email program highlights age-friendly products and services. This monthly marketing tool gives you the opportunity to introduce new products to the market immediately, without the costs associated with direct mail (brochure design, printing, letters, envelopes, mail and handling), while soliciting a direct response.

Circulation: 10,000+

Rate: \$2,375 per month, limited to twice per year, per company

## ICAA Expo(45 issues per year)

Looking for a cost-effective way to reach the ICAA Network with your products and services information? Try the new *ICAA Expo*. Distributed 45 times per year, in conjunction with *ICAA Research Review*, this online service will showcase the following product categories during 2009. Call ICAA to learn more about this opportunity.

Circulation: 8,000

Rate: \$250 per product, per issue

ICAA Expo categories for 2009		
Architects	Food service	Renovation products and services
Aquatic products and programming	Foot care	Strength equipment (cables)
Automated external defibrillators	Footwear	Strength equipment (non-weight stack)
Balance products	Golf products and services	Strength equipment (weight stack)
Brain-training systems	Group exercise programs	Therapy management services
Certification groups	Group exercise products	Therapy/rehabilitation products
Computer software	Management services	Treadmills
Consulting services	Marketing services	Treadmills with gravity systems
Education products	Mobility devices	Upright bikes
Educational training	Personal hygiene products	Walking products: outdoor trails
Elliptical machines	Pilates products	Walking products: pedometers and walking poles
Exercise accessories	Recumbent bikes	Yoga
Financial institutions	Recumbent steppers/ellipticals	
Flooring		

# Consulting services

“I had many consulting sessions in my business career. I found the day with you the most productive and useful of them all. You show a great degree of openness and professionalism. I am looking forward to working with you in the future.”

*President, Gilo Ventures*

## **ICAA consulting services**

When you need to connect to the active-aging industry or the older-adult market, who are you going to call? ICAA, of course.

Headed by Colin Milner, one of North America’s foremost visionaries and original thinkers regarding the health and well-being of the older adult, and a member of the World Economic Forum’s Global Agenda Council on the Challenges of Gerontology, ICAA consulting services provide you with a reliable source of expertise due to the diverse set of skills and experiences that ICAA staff members have.

ICAA consulting services include, but are not limited to:

- for and evaluation of marketing and sales materials, from messages to images
- to immerse salespeople in the needs of the older-adult market and the active-aging industry
- on the value of wellness programs and centers
- of the ability of equipment to meet the needs of older adults, space planning and utilization
- for staff roundtables, planning sessions and custom services
- program planning and training

What type of expertise does your organization need? Contact Colin Milner, CEO, to find out how ICAA consulting services can work for you.

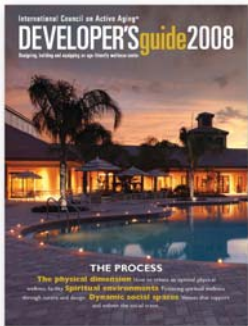
Some of the organizations ICAA has provided market advice to include:

- 2010 Vancouver Olympic Committee
- BC Ministry of Health: Supporting activity for frail elderly in assisted living
- Canadian Special Senate Committee on Aging
- National Institute on Aging
- The Ranch (multigenerational planned community)
- Richmond 2010 Olympic Oval
- US Administration on Aging
- US Department of Health and Human Services
- WHO/ISPA International Guidelines for Preparing Physical Activity Instructors of Older Adults

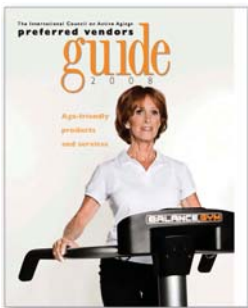
# In-print advertising opportunities



*Journal on Active Aging*



*ICAA Developer's Guide*



*ICAA Preferred Vendors Guide*

ICAA produces the most widely read active-aging publications in the industry. These resources are vital reading for the highly educated and highly affluent people employed in top management positions across a wide range of industries. In fact, they are required reading for anyone serious about the active older-adult market.

## **Journal on Active Aging** (published six times a year)

In a recent survey of ICAA members, 75% of respondents stated that the *Journal on Active Aging* has a strong influence or some influence on their recommendations or purchase decisions. Why?

They trust the *Journal* for integrity and sound judgment. And it is this influence that makes the *Journal on Active Aging* the most effective vehicle an advertiser can find.

## **ICAA Developer's Guide** (published yearly)

This annual publication is designed to assist facility owners and developers who wish to create innovative fitness and wellness centers for adults 50 and over. Advertising in this publication is a must for anyone who sells to the senior housing or fitness markets.

## **ICAA Preferred Vendors Guide (new opportunity for 2009)**

Unlike other buyer's guides, the *ICAA Preferred Vendors Guide* offers you the opportunity to put your message and offering right into the hands of those who can improve your bottom line, while giving you the implied endorsement that comes with your participation. Each participating Preferred Vendor receives a two-page corporate profile.

## **ICAA Conference brochure (new opportunity for 2009)**

ICAA mails its conference brochure to potential delegates three times a year. As an advertiser in the brochure, you will be able to get your message in front of 30,000 potential consumers of your products and services. This opportunity is limited to three companies, so be sure to book early.

# Direct selling

“Thanks for helping to make Keiser’s involvement with ICAA a positive and productive one ... the monthly leads you provide have helped increase sales.”

*VP Sales and Marketing,  
Keiser Corporation*

## Challenging times = greater sales focus

In these tumultuous economic times, it is crucial to get the greatest return on your marketing investments. ICAA takes this challenge seriously. To ensure your organization gets the maximum return on its ICAA marketing investment, ICAA offers full-schedule advertisers access to over \_\_\_\_\_ These companies are building or expanding fitness and wellness centers nationwide. They are also buying products and services to outfit their centers. Being in front of the right person, at the right time, can significantly raise the volume of your business. Instead of wasting time searching for qualified leads, have your highly paid sales staff focus on doing what they do best: selling.

What is the value of these leads to you? If these buyers purchase an average of \$50,000–\$100,000 per project—the typical dollars needed to equip a small fitness center—these leads have the potential to generate \$30 million–\$60 million in sales for your company. It takes only a few of these leads to be converted to improve your company’s bottom line.

## A trackable ROI

To make it easier to assess your return on investment, use the following ROI tool.

Formula	Your ROI	Example
No. of ICAA leads divided by average closing ( )% equals total no. of sales	$\begin{array}{r} 600 \\ \div \quad \_\_\_ \\ = \quad \_\_\_ \end{array}$	$\begin{array}{r} 600 \\ \div \quad 10\% \\ = \quad 60 \end{array}$
No. of sales times average sales \$( ) equals total sales dollars	$\begin{array}{r} \_\_\_ \\ \times \quad \_\_\_ \\ = \quad \_\_\_ \end{array}$	$\begin{array}{r} 60 \\ \times \quad \$50,000 \\ = \quad \$3,000,000 \end{array}$

# 2009 in-print rate card

(All rates are in US dollars)

“Time and time again, we hear people say, ‘LifeTrail. Yes, I’ve seen that in the *Journal on Active Aging*.’ Our partnership with ICAA has helped increase brand awareness with results-qualified leads that have turned into sales.”

*Direct Sales Administrator,  
Playworld Systems*

## Journal on Active Aging

Outside back cover	\$4,100
Inside front cover	\$3,700
Inside back cover	\$3,300
Double page spread	\$3,500
Full page	\$2,350
1/2 page horizontal	\$1,875
1/3 page vertical	\$1,599

### Issue dates:

Jan/Feb	Mar/Apr	May/Jun
Jul/Aug	Sep/Oct	Nov/Dec

## ICAA Conference brochure

*Only three advertising spots available*

Full page	\$3,000
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## Outserts

Cost: \$2,400, includes postage and handling on brochures (up to a maximum of eight pages)

## ICAA Developer’s Guide

Outside back cover	\$4,100
Inside front cover	\$3,700
Inside back cover	\$3,300
Double page spread	\$3,500
Full page	\$2,350
1/2 page horizontal	\$1,875
1/3 page vertical	\$1,599

## ICAA Preferred Vendors Guide

*Only three advertising spots available*

Outside back cover	\$4,100
Inside front cover	\$3,700
Inside back cover	\$3,300

## Preferred positioning

Add an additional 15%

## Commissions

15% agency commissions ONLY

# Mechanical specifications

*(For in-print publications only)*



**The following specifications are for ALL printed ICAA publications.**

## **Required materials**

All advertisements must be a high-resolution PDF file (300 dpi) as ICAA printed publications are all disk to plate. Materials may be submitted by disk or email. Any alterations will be billed directly to advertiser. Please include a laser proof for checking purposes only. Materials that do not meet stated specifications are subject to additional charges.

## **Advertising specifications**

Trim size: 8-1/8 x 10-7/8 in. Bleed allowance: 1/8 in. on all four sides

Line screen: 150 line screen preferred, 133 acceptable

## **Advertising closeout dates**

30 days prior to cover date

## **Ad sizes**

Double page spread: 17-2/8 w x 11-1/8 h

Full page bleed: 8-5/8 w x 11-1/8 h

Full page: 7 w x 10 h

1/2 page horiz: 7 w x 4-7/8 h

1/3 page vert: 2-3/16 w x 10 h

## **Binding**

Saddle stitched or perfect bound, depending on issue size



# Marketing agreement

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Contact person

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Billing address

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
Purchase

\_\_\_\_\_  
Total fee

\_\_\_\_\_  
Payment due

\_\_\_\_\_  
Authorizing signature

\_\_\_\_\_  
Date

The Terms of Agreement are listed on the page two of this agreement. By signing this agreement you acknowledge that you have read and agree to all the terms of this agreement.

## Additional notes/terms:

## Mailing information:

Please send all payments to the attention of Julie McNeney, COO, International Council on Active Aging, 3307 Trutch Street, Vancouver, BC. V6L 2T3 Tel: 604-734-4466 Fax: 604-708-4464

## Preferred vendor program

Start date \_\_\_\_\_

## Journal on Active Aging issue date(s)

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

## Developers Guide:

- June (yearly)

## Show Room issue date(s)

(Insertions limited to one per year)

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |

Only one spot available per month.  
Advertisement must follow ICAA criteria.

## Outsert issue date(s)

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

Only one spot available per issue.



# Marketing agreement

The ICAA(Company) will publish the name and advertisement in the Journal or other ICAA publications in accordance with the rates and requirements set out below and on the Company's rate card in the Company's Media Planning Guide.

1. Past Due Policy: Any account that runs past 30 days past due is subject to forfeiture of space, position, eligibility to run. No advertiser WILL BE ALLOWED TO RESERVE OR OCCUPY BOOTH SPACE at any company events unless advertising account is current.

1(a) Cancellations require forty-five (45) days written notice prior to reservation close out date (which is the last day of the month, one months prior to publication date) and will be subject to short rating.

2. All advertising, products and services offered by the company are subject to taxes where applicable.

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which is not in keeping with the publication's standards. Advertising rates are subject to change without notice. Contracts may be cancelled at the time the change in rates becomes effective. Copy changes, alterations, or new design work will be charged on a cost-plus basis.

Trim size 8 1/8 x 10 7/8 in. Bleed allowance is 1/8 in. on all four sides.

2 page spread bleed	16 5/8	11 1/8
2 page spread	15 1/8	10
full page bleed	8 5/8	11 1/8
full page	7	10
2/3 page	4 1/2	7 7/16
1/2 page (horz)	7	4 7/8
1/3 page (vert)	2 3/16	10

Saddle stitched or perfect bound, depending on issue size.

The publication is disk to plate. As such, we would like to receive materials on disk, and as a high-resolution PDF file (300 dpi). All creative composition, alterations, preparatory, camera work or proof not supplied by the advertiser will be billed at production plus handling cost. Please include a laser proof for checking purposes only. Materials that do not meet stated specifications are subject to additional charges.

: 150 line screen preferred, 133 acceptable.

4. All future advertisement placements for new editions will be subject to the terms and conditions of the prevailing advertisement contract in effect as determined by the Company at the time.

5. The cost for the advertisement will be paid as follows:  
Fifty percent (50%) deposit upon the signing of the agreement.  
Fifty percent (50%) on or before the reservation closeout date of publication, as set by the Company.

6. If the balance of the advertisement price is not paid on or before the reservation close out date, the Advertiser will lose its space in the Journal or any other ICAA publication and will forfeit all funds previously paid.

7. All expense incurred in the delivery of the Advertiser's material including cost for freight, handling, customs, taxes, and any other expenses will be the responsibility of the advertiser.

8. If the Journal or any other ICAA publication is not published, all deposits will be returned to the advertiser without interest within a reasonable period of time. Save and except for the above conditions, all monies paid upon the signing of this agreement will be non-refundable in the event of cancellation by the advertiser.

9. All advertising and the quality of the artwork, is subject to the approval of the Company and the Company reserves the right to reject any advertising that is not in keeping with the Company's standards or those of the Canadian and US codes of Advertising Standards.

10. All materials from the advertiser must be given to the company for publication no later than the 15<sup>th</sup> of the month before the publication deadline.

11. The Company will use its best efforts to comply with the request for position of space in the Journal or any other ICAA publication, however, it cannot guarantee the locations of the positions of the Advertiser in the Journal or any other ICAA publication.

12. The Company is not responsible for key numbers. Every effort will be made by the Company to supply correct keys but no allowance will be made for error in key deficiencies of for any other deficiencies of clarity.

13. The advertiser hereby represents to the Company that it is authorized to enter into this contract and to publish the entire contents and subject matter of the advertisement. On the condition of the Company's acceptance of such advertisement for publication, the advertiser jointly and severally agrees to indemnify and to hold harmless the Company, its officers, agents and employees from and against any loss, expense (including legal fees) or other liability resulting from claims or suits for libel, violation of rights, privacy, plagiarism and copyright infringement that may arise out of publication of such advertisement.

14. While the Company will use its best efforts to publish the advertisement for the advertiser, the Company's liability for any failure to do so will be limited to a refund of the amount paid by the advertiser to the Company under this agreement.

15. If for any reason the Advertiser's artwork is damaged or destroyed, the Company shall not be held responsible.

International  
Council on  
Active Aging



Changing the Way We Age

3307 Trutch Street

Vancouver, BC

V6L 2T3

866-335-9777

Tel: 604-734-4466

Fax: 604-708-4464

[www.icaa.cc](http://www.icaa.cc)