



2011 Media Kit

Leading, connecting and
defining the active-aging
industry since 2001



The active-aging industry:



Governments, private businesses and non-profit service providers recognize the challenges inherent in countries where an aging population becomes a major force. The fear is that the older population will overwhelm health care systems, and that is a very valid concern. The opportunity is to engage the older population in the concepts of active aging, which will help support their health and well-being.

How do organizations accomplish engagement? By providing places for older adults to live and visit. By giving them space for hobbies and groups. By providing meaningful communication and activities within the dimensions of wellness: physical, social, environmental, vocational, intellectual, emotional and spiritual. By harnessing the knowledge and wisdom of people with experiences in life that can be shared to create policy, teach others and create the world they live in.

Old adults create a marketplace that is here to stay. Older retirement communities are retooling to add more places for an active lifestyle, recognizing they can no longer compete without these. Progressive marketers are changing their messages from decline and ill health to ones that speak to a person's interests and assume an active, involved life.

vital, growing and diverse

Home remodelers and builders are refocusing on universal design concepts. Rehabilitation companies, historically providing medical and therapy services, are adding new units to provide wellness services and complete the continuum of care.

The spa industry is adding more active experiences, such as hikes and classes to passive treatments to maintain the interest of older clients. The fitness industry is recognizing that their most stable customers are 45 years and older, and sustainability relies on serving them.

Corporations are packing their benefits programs with prevention and wellness services. And governments are refocusing on the prevention model as their solution, in addition to the medical model.

The bottom line? The philosophy and strategies of active aging are good for older adults, and good for the active-aging industry. But, most importantly, they are good for you and your business.

Once you have read the information contained in this media kit, do let ICAA create a customized marketing plan that will provide you with the result you deserve.

ICAA 2011 Media Kit

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ICAA Network profile

9,000+ organizations that own or manage 40,000+ locations



The ICAA Network provides you with an exceptional opportunity to connect with dedicated industry professionals who work within retirement communities, active adult communities, assisted living communities, senior 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 filled with industry veterans, and individuals who are at the top of their field:

- 71% upper management or owners
- 24% middle management or program directors
- 5% 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:

- 63% Senior living communities
- 16% Senior centers, Area Agencies on Aging, departments on aging, municipal centers
- 8% Medical wellness, health systems and rehab
- 4% YMCAs and JCCs
- 5% Fitness centers and health clubs
- 2% Developers and architects
- 1% University campus recreation
- 1% Other

What ICAA members are buying in 2011



32% are buying aquatics equipment and services

Within the next 24 months, one-third of ICAA members will build or expand their fitness or wellness centers. By having access to the ICAA Knowledge Center, you will gain valuable insight into the active-aging industry and buying decisions that ICAA members plan to make. Below is a sample of the research available on the ICAA Knowledge Center.

Products that organizations intend to purchase in the next 24 months:

- 54% Activity supplies (e.g. art, board games)
- 53% Exercise equipment
- 49% Recreation supplies (e.g. nets, balls)
- 32% Aquatics equipment and services
- 30% Computer-generated games (e.g. Wii)
- 26% Assessment tools
- 26% Computers for older adults to use
- 25% Computer software (brain fitness)
- 24% Computer software for staff to use
- 24% Rehabilitation or therapy products
- 24% Pedometers or step counters
- 23% Landscaping and maintenance
- 13% Automated external defibrillator (AED)
- 7% Handheld technology (e.g. GPS)

Current areas available to older adults on property:

- 83% Classroom/studio for exercise, tai chi etc
- 78% Dining or cafeteria
- 78% Fitness room (with fitness equipment)
- 75% Library
- 70% Crafts room, hobby shops
- 70% Business center or computer room
- 62% Walking trails or paths
- 60% Billiards room
- 54% Casual café or juice bar
- 53% Meditation garden, gardening area
- 47% Physical therapy room and equipment
- 40% Games courts (e.g. shuffleboard)
- 42% Spa area for services such as massage
- 39% Full-size swimming pool
- 38% Fitness/wellness center (stand-alone or attached)
- 36% Occupational therapy room and equipment
- 27% Theater
- 23% Warm water therapy pool
- 20% Smaller pool used for exercise
- 16% Sports courts (e.g. tennis, basketball)

Source: ICAA Wellness Industry Development Survey

In-print advertising opportunities



Journal on Active Aging



ICAA Developer's Guide

How can ICAA help change the way society ages for the better? Simply put, ICAA provides decision-makers—people employed in top management positions across a wide range of industries—with the inspiration and education that helps guide their development of programs, marketing, products, services and properties. This approach has made ICAA publications required reading for anyone serious about the active older-adult market.

Journal on Active Aging® (published 6 times a year)

Other than word of mouth, the *Journal on Active Aging* is the first source ICAA members look to for active-aging information. Why? They trust the *Journal* for integrity and sound judgment. And it is this influence that makes ICAA's flagship publication 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 developments for adults 50 and over. Advertising in this publication is a must for anyone who sells to the seniors housing or older-adult wellness/fitness markets.

ICAA Preferred Vendors Guide (published yearly)

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 2 page corporate profile.

ICAA Conference brochure

ICAA mails its conference brochure to potential delegates 3 times a year. As an advertiser in the brochure, you will get your message in front of more than 30,000 potential consumers of your products and services. This opportunity is limited to 3 companies, so be sure to book early.

To learn how to maximize your relationship with ICAA, call 866-335-9777 or 604-734-4466.

Online advertising opportunities



ICAA website



ICAA-TV

ICAA provides multiple opportunities to showcase your products and services online.

Featured Vendor (monthly)

Broaden your visibility by being featured on the ICAA home page. This multimedia opportunity lets site visitors view a 60-120 second video about your product or services. Limited to one company per month, this program is available on a first-come, first-serve basis.

ICAA-TV: branded video channel (ongoing)

With a branded channel on ICAA-TV, you can upload one 5 minute video each week to share with ICAA members. All your video content will be housed in one location, so you can “Tell Your Story, Your Way.”

ICAA Showroom (monthly)

Showroom is a monthly email announcement or video of products and services. This program allows you to introduce new products to the market immediately, without the costs associated with direct mail.

ICAA Research Review (45 times a year)

Place a banner advertisement or video in *ICAA Research Review*, an online newsletter that connects ICAA members with the latest developments in aging research and education.

ICAA Green Guide (yearly)

Through the *Green Guide*, ICAA members access scientifically based, how-to information from leaders in environmental wellness and stewardship. Share your environmental commitment with ICAA members.

ICAA Green Review (quarterly)

Place a banner advertisement or video in *ICAA Green Review*, an e-newsletter that outlines research and information on products, services, processes and designs that are eco-friendly and/or enable use of the environment for wellness.

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Get in front of more buyers



Customer acquisition tops marketing objectives for 2010, as 91.2% of companies say acquiring new customers in their top priority, compared to 65% in 2007.

Source: CSP
 Insights' 2010
 Sales Performance
 Optimization Report

If you are interested in acquiring more customers, let ICAA show you how.

Every month, the ICAA research team identifies many of the largest active-aging sales opportunities in North America. These companies buy products and services for **960 new or expanding projects each year**—examples include senior living communities, senior centers, hospitals, fitness and wellness centers, municipal community centers and YMCAs.

In addition, ICAA provides the most qualified buying leads you will find. These companies not only need products but are also buying them; all they must do is decide which products or services to use. How do you access these opportunities? ICAA leads are available to ICAA advertisers, Preferred Vendors, sponsors and partners. The return on investment chart below explains how many leads per month you would receive from ICAA based on your media buy.

With ICAA doing your research for you, your highly paid sales staff can focus on doing what they do best: selling.

Your direct return on investment		
Your direct return on investment	Number of buying leads	Cost per buyer
\$5,040	15 buyers a month, 180 a year	28
\$9,360	30 buyers a month, 360 a year	26
\$11,520	40 buyers a month, 480 a year	24
\$15,840	60 buyers a month, 720 a year	22
\$19,200	80 buyers a month, 960 a year	20

Let ICAA help you maximize your marketing dollars. Call toll-free 866-335-9777 or 604-734-4466.

Track your results



By contacting the right people at the right time, you can significantly raise the volume of your business. But a lead is only as good as the follow-up that converts the prospect to a buyer.

Your sales success is based on your conversion of leads—no matter where you find them. If you converted just 10% of ICAA leads, you would improve your company’s bottom line significantly. The chart below makes it easier to assess you return on investment when you convert these leads.

Let ICAA help you maximize your marketing dollars. Call toll-free 866-335-9777 or 604-734-4466.

Formula	Your ROI	Example
No. of ICAA leads divided by average closing () % equals total no. of sales	$\frac{960}{10\%} = \underline{\hspace{2cm}}$	$\frac{960}{10\%} = 96$
No. of sales times average closing () % equals total sales dollars	$96 \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$	$96 \times \$50,000 = \$4,800,000$

Become an ICAA Preferred Vendor



ICAA Preferred Vendor Guide



ICAA Preferred Vendor online profile

Over 78% of ICAA members state that ICAA Preferred Vendor status is an influencing factor when evaluating a product or service. Why? 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 and your organization all the credibility of ICAA, its advisors and business partners.

Elements of the Preferred Vendor Program

The ICAA Preferred Vendor program provides your organization with a unique marketing approach that gets your products and services in front of ICAA members on an ongoing basis. What are these elements?

- A 2-page corporate profile published in the annual *ICAA Preferred Vendors Guide*.
- The opportunity to submit your company news for publication in the *Journal on Active Aging's* "News from ICAA Preferred Vendors" section. (Note: News submissions must meet department criteria to be accepted)
- A corporate listing and logo placed in the "ICAA Preferred Vendors" section of 6 issues of the *Journal on Active Aging*.
- A corporate profile, video footage and 5 images placed in the multimedia "ICAA Preferred Vendors" section of the ICAA website.
- Use of the ICAA Preferred Vendor logo in your marketing.
- A 15% discount on purchase of the Featured Vendor space on the ICAA home page.

What does it take to become an ICAA Preferred Vendor?

To become an ICAA Preferred Vendor, your organization needs to offer products and/or services that are suitable for the providers of wellness services to an aging population.

To learn more about the ICAA Preferred Vendor Program, or to enroll your organization, please call toll-free 866-335-9777 or 604-734-4466.

Yearly dues: \$2,350.00

Ways to use the ICAA PV logo

Check out these suggestions to help you increase your business



The ICAA Preferred Vendor logo helps to differentiate you from your competitors in the eyes of your ICAA members. To show your commitment to the active-aging market, try using the logo in the following ways:

On business cards: Let prospective clients know your specialty and professional affiliation.

On promotional brochures and marketing materials: Place the ICAA logo on your direct mail pieces and postcards, as well as your in-house flyers and brochures.

In newsletters: Show your readers how you stay current with research and developments in active aging.

On bulletin boards: Attract your staff's attention with the latest aging news.

On webpages: Display the ICAA PV logo on your website. Link directly to sections of the ICAA website or to approved articles of relevance.

In PowerPoint/overhead projector slides: When giving presentations, show you have aligned yourself with the world's largest organization for active-aging professionals.

On banners: Display your affiliation with ICAA at sponsored events in the active-aging community and beyond.

On press releases: Announce your initial and ongoing involvement with ICAA to the media. Display the ICAA PV logo next to yours on pertinent media releases.

In sales presentations: Use the ICAA PV logo in your sales presentations and literature.

Let ICAA show you how to maximize the Preferred Vendor opportunity, please call toll-free 866-335-9777 or 604-734-4466.

Conference and events



ICAA Conference



*Industry leaders meet
at September 2009
Strategy Session*

For the past 9 years, ICAA has produced conferences and regional events that help attendees gaining new perspectives and knowledge crucial to leading their organizations. These events promote intense interaction among peers and leading authorities from the public and private sectors as well as academia. They also offer you the opportunity to meet face-to-face with leading professionals from a variety of industries (e.g. active adult, retirement and assisted living communities; hospital fitness; rehabilitation; spas and resorts; health clubs; and YMCAs/YWCAs/JCCs).

ICAA offers 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 opportunity.

The following ICAA events are scheduled for 2011:

ICAA Strategy Sessions

ICAA meets twice a year, face-to-face, with key industry leaders to discuss industry needs and brainstorm solutions. These sessions are not only exceptional opportunities for thought, discussion and networking, but also present an ideal opportunity for you to connect with the largest multilocation operators in North America.

ICAA Conference and preconference

The 2011 ICAA Conference and preconference offer you the opportunity to meet with other professionals who seek to enhance the health, wellness and quality of life for adults ages 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.

ICAA UK Symposium

The 2011 ICAA UK Symposium provides you with a unique opportunity to position yourself as an active-aging supporter. The event attracts a wide array of professionals who provide health and wellness services for older adults in the United Kingdom.

Advocacy and public relations



Active Aging Week poster

Active Aging Week™

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 full week of September to promote the benefits of healthy aging on a national scale. Today, well over 3,000 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.

ICAA 2020

Over the course of 2011 ICAA members will help shape the future of the active-aging industry. ICAA invites you to connect your brand with this ongoing visioning process that will identify and define the elements needed to prepare the industry for the future.

2011 ICAA rate card (in-print)

All advertising closeout dates are 30 days prior to cover date



Journal on Active Aging

Journal on Active Aging (Circulation: 9,000)

Outside back cover	\$4,175
Inside front cover	\$3,750
Inside back cover	\$3,350
Center page spread	\$3,950
Double page spread	\$3,549
Full page	\$2,399
½ page horizontal	\$1,924
1/3 page vertical	\$1,675

Delivered in-print and online.
Advertising remains online permanently.

Issue dates:

Jan/Feb	Mar/April	May/June
Jul/Aug	Sep/Oct	Nov/Dec

ICAA Conference brochure outsert (Circulation: 30,000+)

Full page	\$3,000
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Outserts

Cost: \$2,500, includes postage and handling on brochures (up to a maximum of 8 pages).

ICAA Preferred Vendor Program

Yearly dues: \$2,350

ICAA Preferred Vendor Guide (annual) (Circulation: 9,000)

Only 3 advertising spots available.

Outside back cover	\$4,175
Inside front cover	\$3,750
Inside back cover	\$3,350

ICAA Developer's Guide (annual)

(Circulation: 9,000)

Outside back cover	\$4,175
Inside front cover	\$3,750
Inside back cover	\$3,350
Center page spread	\$3,950
Double page spread	\$3,549
Full page	\$2,399
½ page horizontal	\$1,924
1/3 page vertical	\$1,675

Delivered in-print and online.
Advertising remains online permanently.

Architectural Showcase in Developer's Guide (exclusive to architects and developers)

2-page project profile:	\$2,399
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All rates effective
October 1, 2010

Ask about the ICAA new product launch package

2011 ICAA rate card (online and events)

All advertising closeout dates are 30 days prior to cover date



ICAA-TV

ICAA-TV: Branded video channel

\$100 per month. Minimum 12 month commitment.
One video upload per week. Maximum 5 minutes each.

Featured Vendor

On ICAA website home page.
Limited to one company per month
Cost: \$1,000 per month

ICAA Video Showroom (monthly email)

(Circulation: 14,000+)
Video (2-5 minutes) and non-video options available.
Limited to twice per year, per company.
Rate: \$2,399 per month

ICAA Research Review (45 times per year)

(Circulation 9,000+)
Banner advertisement: \$350 per issue or \$1,000 per month
Video: \$600 per issue or \$1,800 per month

ICAA Green Review (quarterly)

(Circulation 9,000+)
Banner advertisement: \$350 per issue Video: \$600 per issue or \$1,800 per month

ICAA Green Guide (annual)

(Circulation 9,000+)

Full page	\$1,895
½ page horizontal	\$1,495
1/3 page vertical	\$1,100

ICAA Conference and events sponsorships

ICAA Strategy Sessions (2 per year)

\$7,500 sponsorship, per event. 2 event minimum.

ICAA Conference and preconference

Precon: \$3,000 (limit one sponsor)
Networking dinner: \$10,000 (limit 2 sponsors)
Overall event: \$5,000 (limit 8 sponsors)

ICAA UK Symposium

Sponsorship: \$2,000. Limit 10 sponsors.

Active Aging Week

Sponsorship: \$7500

Preferred positioning

Add an additional 15%

Agency commissions

15% agency commissions ONLY

No commissions paid on:

ICAA Preferred Vendor programs and ICAA Conference brochure outsert

Let ICAA show you how to maximize your marketing dollars. To learn more, please call toll-free 866-335-9777 or 604-734-4466.

Mechanical specifications

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 the stated specifications are subject to additional charges.

Binding

Saddle stitched or perfect bound, depending on issue size.

The following specifications are for online ICAA publications.

Required materials for ICAA Green Guide

All advertisements must be a low-resolution PDF file (72 dpi). Materials may be submitted by disk or email. Any alterations will be billed directly to advertiser.

Video specifications

All video files must be sent via www.yousendit.com, and in Quicktime, WMV, AVI or Flash format.

Banner specifications for ICAA Research Review and Green Review

Banner advertisements must be submitted as a low-resolution jpeg file (72 dpi), 500 pixels wide x 100 pixels high. Materials may be submitted by email.

Ad sizes: print and online publications

Double page spread:	16.25" x 10.75" + 0.125 on all 4 sides; keep live area 0.5" from trim line
Full page bleed:	8.125" x 10.75" + 0.125 on all 4 sides; keep live area 0.5" from trim line
Full page:	7.125" x 9.625"
½ page horizontal:	7.125" x 4.600"
1/3 page horizontal:	2.235" x 9.640"

For more information, call 866-335-9777 or 604-734-4466



Changing the Way We Age®

3307 Trutch Street
Vancouver, BC

V6L 2T3

866-335-9777

604-734-4466

Fax: 604-708-4464

www.icaa.cc