

Florida for Boomers
Retirement Communities & Real Estate

1/31/2011

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Hope 2011 is off to a great start for you!

I wanted to begin the year by reintroducing myself and my site to you, and letting you know about the various options we have to get your community in front of more than **12,000 baby boomers per month** who are looking for retirement communities, second homes, or vacation homes in Florida.

I started FloridaforBoomers.com back in 2007 to be a supplement to my book of the same name. Traffic has grown significantly each year, and we rank in the top #1 or #2 spots in Google and most other search engines for “florida retirement communities” and other related terms.

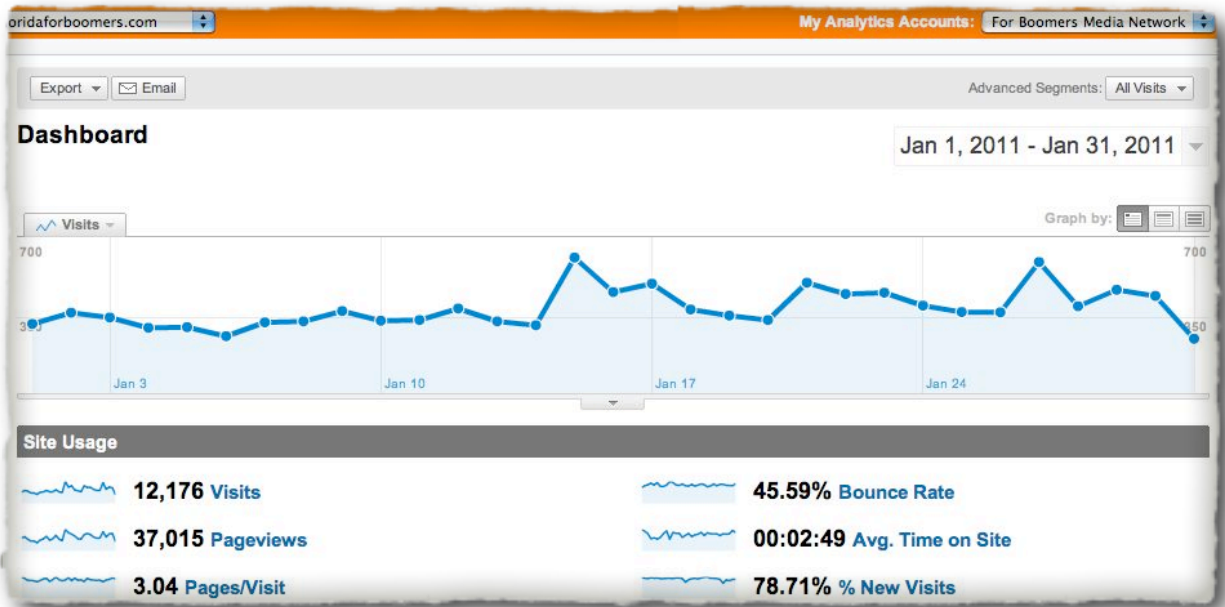
My hope is that you will give some thought to working with us to get more exposure for your communities in 2011. Please review the enclosed information and contact me direct with any questions you may have.

Kind Regards,

Ryan Erisman

Advertising Opportunities

Advertising on FloridaforBoomers.com is the most cost effective way to reach more than **12,000 visitors per month** who are researching retirement communities and homes in Florida.



Pay for Performance Leads: \$10/lead

We tested this program with three communities in 2010 and it worked great for them. We will create a listing for your community on our website **free of charge** and you only pay when a visitor requests to receive more information about your community. Leads are sent by email as they are received to you and/or your sales team. You will be billed monthly at the end of each month.

Featured Community Package: \$595/year

Featured community listings are available on each location page and are limited to just 5 communities per region of the state. This ad includes your logo or photo, link to your site, phone number and 3-4 sentence (short paragraph) description of your community.

Newsletter Sponsorship: \$200

Our 3-4x monthly newsletter currently has 1,300+ **Double Opt-in** subscribers and has an open rate average above 60%. Great for announcing limited time offers and specials.