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TARGETED ACCESS TO THE LEADERS IN SENIORS HOUSING AND HEALTH CARE



IRVING
LEVIN ASSOCIATES, INC.

The award-winning publisher of reliable and timely business intelligence on mergers and acquisitions and finance in health care and seniors housing.

2010 ADVERTISING

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JOIN US

Business advertising isn't just about getting your name out there – in today's cost-conscious environment, it's more about highly targeted access.

When you advertise with us, you reach a select audience of CEOs, COOs, CFOs, investment bankers, consultants, lawyers, and investors – in short, we deliver access to the key decision makers in the health care and seniors housing investment markets.

For over 60 years, our publications have been considered the must read in the industry. Our overall renewal rate is in excess of 80% with subscription rates ranging from \$587 to \$2,197. Our subscribers don't just flip through our newsletters, they read them cover to cover and then pass them on to colleagues. It is with confidence that we say we deliver the target market you seek.

Circulation

| | |
|---------------------------------------|---------|
| All Newsletters – Monthly Print | 10,000 |
| Electronic Newsletter – Weekly | 20,000 |
| Audio Conference Electronic Marketing | 120,000 |

Cyberspace

| | | |
|--------------------------|---------------------|--------|
| | Monthly Web Traffic | |
| Page Views | | 25,000 |
| Absolute Unique Visitors | | 10,000 |
| Web Ranking* | | 2 |

*Ranking by the independent www.alexa.com, an amazon.com company among industry associations and trade publications.

Editorial Content and Bonus Distribution

| | | | |
|-----------------|--|------------------|---|
| January | Promotional Sample Issues 2009 Market Recap | June | Promotional Sample Issues |
| February | Promotional Sample Issues The Health Care M&A Report – 4 th Quarter | July | Promotional Sample Issues |
| March | Promotional Sample Issues Deals and Dealmakers NIC Western Symposium | August | The Health Care M&A Report – 2 nd Quarter |
| April | The Senior Care Acquisition Report, 15 th Edition The Health Care Acquisition Report, 16 th Edition Promotional Sample Issues AAHSA Spring Conference | September | Promotional Sample Issues Deals and Dealmakers NIC Annual Conference |
| May | Promotional Sample Issues The Health Care M&A Report – 1 st Quarter ALFA Annual Conference | October | Promotional Sample Issues |
| | | November | Promotional Sample Issues The Health Care M&A Report – 3 rd Quarter AAHSA Annual Meeting |
| | | December | Promotional Sample Issues |

BE PART OF A WINNING TEAM

As the leading publisher of reliable and timely business intelligence on mergers and acquisitions and finance in health care and seniors housing, we are committed to providing our readers with up to the minute news, industry analysis and commentary on the issues at hand. The editors are consistently recognized in the industry for insightfulness and thoroughness. It is no surprise that in the last five years, Irving Levin Associates has received over twenty coveted awards for publication excellence.

What Our Readers Say

“The Health Care M&A Information Service is important reading for anyone working on health care advisory transactions. I can find out who bought what and for how much without wading through a lot of general M&A publications. I advise clients on complicated deals across the nation, and it’s all I need to keep up-to-date on this important sector.”

David F. Ertel,
Executive Director and Head of Health Care, Morgan Stanley

Senior Living Business “Very focused on OUR business—high quality articles.”

Pamela Claassen,
American Baptist Homes of the West

The SeniorCare Investor “There is no publication I rely on more ... for keeping me informed on market conditions and transactions.”

Arnold Whitman,
Founder, Co-Chairman and Chief Executive Officer of Formation Capital, LLC

Plus ...

74% of our readers say that more than half of the information they read is new to them
91% say they read every single issue

Awards

| <u>Publication</u> | <u>Year</u> | <u>Type of Award</u> | <u>Position</u> | <u>Organization</u> |
|---|-------------|-----------------------------------|-------------------|--|
| Senior Living Business | 2009 | Newsletter | Excellence Award | APEX |
| The Health Care M&A Information Service | 2009 | Best Directory or Database | 1st Place | Specialized Information Publishers Foundation |
| The Health Care M&A Information Service | 2009 | Best Reference Publication | 3rd Place | Specialized Information Publishers Foundation |
| The SeniorCare Investor | 2009 | Best Single Issue:Newsletter | Gold Award | American Society of Healthcare Publication Editors |
| The SeniorCare Investor | 2009 | Publication of the Year | Gold Award | American Society of Healthcare Publication Editors |
| The SeniorCare Investor | 2009 | Web and Intranet Sites | Excellence Award | APEX |
| Senior Living Business | 2008 | Best Non-Print Effort | First Place | Specialized Information Publishers Foundation |
| The Health Care M&A Information Service | 2008 | Best Reference Publication | First Place | Specialized Information Publishers Foundation |
| The SeniorCare Investor | 2008 | Best Single Issue:Newsletter | Gold Award | American Society of Healthcare Publication Editors |
| The SeniorCare Investor | 2008 | Publication of the Year | Gold Award | American Society of Healthcare Publication Editors |
| Audio Series: Conversations with Industry Leaders | 2007 | Best Non-Print Effort | First Place | Specialized Information Publishers Foundation |
| The Health Care M&A Information Service | 2007 | Best Reference Publication | First Place | Specialized Information Publishers Foundation |
| The SeniorCare Investor | 2007 | Best Blog | Gold Award | American Society of Healthcare Publication Editors |
| The SeniorCare Investor | 2007 | Best Email Subscription Promotion | Gold Award | The Newsletter on Newsetters |
| The SeniorCare Investor | 2007 | Best Newsletter Marketer | Grand Prize | The Newsletter on Newsetters |
| Audio Series: Conversations with Industry Leaders | 2006 | Best Conference Promotion | Gold Award | The Newsletter on Newsetters |
| The Health Care M&A Information Service | 2006 | Best Directory or Database | Second Place | Newsletter and Electronic Publishers Foundation |
| The SeniorCare Investor | 2006 | Best Renewal Series | Silver | The Newsletter on Newsetters |
| The Health Care Services Acquisition Record | 2005 | Best Looseleaf Publication | Honorable Mention | Newsletter and Electronic Publishers Foundation |
| The Medical Technology Acquisition Record | 2005 | Best Looseleaf Publication | Honorable Mention | Newsletter and Electronic Publishers Foundation |
| The Senior Care Acquisition Report | 2005 | Best Single Topic Newsletter | Honorable Mention | Newsletter and Electronic Publishers Foundation |
| The Health Care Services Acquisition Record | 2004 | Best Looseleaf Publication | First Place | Newsletter and Electronic Publishers Foundation |
| The SeniorCare Investor | 2004 | Online Promotion | Silver | The Newsletter on Newsetters |

PRINT ADVERTISING

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Custom Advertising Packages

Let us help you reach your target audience – economically and effectively by devising an *Ad Package* that meets your needs with a combination of print, online and audio conference sponsorship.

Black and White Advertisements

Ad Rates

| | 1x | 2x | 3x | 4x |
|--------------|---------|---------|---------|---------|
| Full Page | \$3,245 | \$2,290 | \$2,595 | \$2,275 |
| Half Page | \$1,925 | \$1,730 | \$1,540 | \$1,350 |
| Quarter Page | \$1,095 | \$ 985 | \$ 875 | \$ 765 |

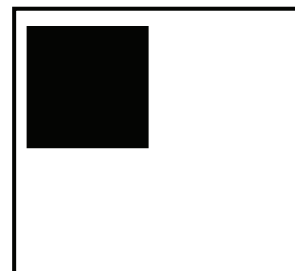
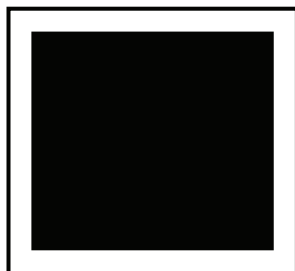
Combination Rate: Deduct 25% for insertion in two or more publications in one month.

Print Specifications

Full Page: 7 5/16" x 9 3/16"

Half Page Horizontal: 7 5/16" x 4 3/8"

Quarter Page: 3 1/2" x 4 3/8"



Please submit materials on electronic media in either PDF or TIF format in exact dimensions on CD or via e-mail to advertising@levinassociates.com. Hard copy proof at 100% is required. It can be mailed or faxed. We cannot be responsible for reproduction of ads sent in the incorrect size or format. All ads are B&W. Large areas of black background with reverse type are not recommended. Maximizing contrast between text and background is the best way to ensure your ad will reproduce well across all media. 100% black text on a 100% white background is ideal. We cannot be responsible for reproduction of ads sent in incorrect size or format. All corrections will incur an additional charge. All advertising is subject to approval. We reserve the right to limit advertising.

ONLINE AND ELECTRONIC MEDIA RATES

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268 ½ Main Ave
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Skyscraper:
\$1,750 per month

Button:
\$995 per month

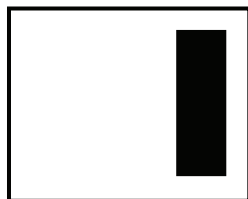
The Dealmakers Forum

Text ad, 150 words plus link \$750 per issue

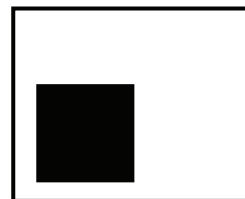
Audio Conference Sponsorship

Logo, audio recognition, ad in manual \$2,500 per conference

Online Ad Specifications



Skyscraper:
120 x 600 pixels



Square Button:
125 x 125 pixels

File Format: gif or jpeg; no Flash. Animation: 2 rotations max.
File size: 30k max. Audio/video: Inquire

Shipping Information

Please direct questions and insertion orders to:

Karen Pujol

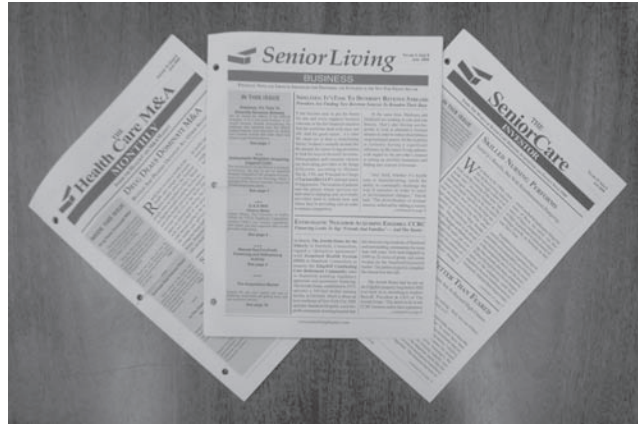
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REACH A SELECT AUDIENCE WITH THESE OPPORTUNITIES



The SeniorCare Investor is a hard working newsletter that for over 50 years has been tracking mergers, acquisitions, IPOs, and corporate news in the senior care market, including nursing home and assisted living companies, retirement communities, REITs and home healthcare. Expert news and analysis is provided by the industry's leading market analyst.

Senior Living Business is the industry's only newsletter focusing on financing news and growth strategies for not-for-profit providers, including nursing homes, CCRCs, retirement living campuses and suppliers in the not-for-profit sector.

The Health Care M&A Monthly and The Health Care M&A Report are part of a comprehensive service that is totally devoted to health care mergers and acquisitions for the serious analyst and investor. The Health Care M&A Information Service alerts the reader to developments in every key segment of the healthcare service and technology sectors, including behavioral healthcare, biotechnology, e-health, home healthcare, hospitals, laboratories, long-term care, managed care, medical devices, pharmaceuticals, physician medical groups, rehabilitation and more.

The Senior Care Acquisition Report is the industry's annual reference guide for hard-to-find deal information and is the authoritative source of mergers and acquisitions in the seniors housing and care marketplace.

The Health Care Acquisition Report is the annual reference guide that dealmakers and analysts rely on for transaction and trend data. It contains valuable market intelligence on all publicly announced mergers and acquisitions in the following sectors: hospitals, managed care, physician medical groups, rehabilitation, labs, MRI and dialysis, behavioral health care and other services.

The Dealmakers Forum, a weekly e-newsletter, is a cost-effective way to reach thousands of people interested in health and senior care corporate finance. Readers of The Dealmakers Forum e-newsletter sign up to receive a weekly email covering the latest in health care M&A plus select articles from our print publications.

Conversations with Industry Leaders Audio Conference Series is an award-winning audio conference series that features a minimum of six conferences a year. Topics range from the *Senior Care Merger and Acquisition Market* to *How to Control Costs and Maximize Revenues*.