

Leaderboard (728 X 90)



The SilverPages™

Home Healthcare and Independent Living

A Clear Vision of Independence

This is a true story. The names are changed to protect their privacy.

Alice was blind. She worked for many years at a CNIB library. When her husband died six years ago, she moved to Chatham to live with her son and be near her daughter and granddaughter. Last fall, Alice was diagnosed with cancer of the esophagus. She had surgery to remove the tumour, but the doctors were unable to prevent its spread.



Alice was determined to return home after the surgery and spend the time that remained to her with her family. Sandra Holland, CCAC's case manager at the local hospital, worked with Alice to ensure that she had the support she needed. One of the main issues was providing tube feeding at home. There was concern that a blind person wouldn't be able to operate the feeding pump, but the CCAC team found one that was easy to operate and bottles that only needed to be replaced every 48 hours.



Laura Keegan, Alice's CCAC case manager at home, also understood how important it was for Alice to maintain her independence, and did everything she could to help. "Alice didn't see her loss of vision as a disability," says Laura. "Remaining at home right to the end was so much a part of how she lived her entire life."

Alice died at home in late November. Her daughter Jayne was deeply touched by the support she and her family received during her last days. "The CCAC provided overnight care and nursing visits two or three times a day as needed," says Jayne. "They helped us to get the supplies and equipment we needed, and to communicate with the doctor and the pharmacy."

Being able to be with Mom at home was important to all of us, and having the support of the CCAC made it possible."

Home Page

Home Healthcare
and
Independent Living

Canada's Live-In Caregiver Program

Critical Illness and Long Term Care Insurance

Downsizing from the Family Home

Driver License For Seniors

Home Healthcare Equipment & Supplies

Home Healthcare Services

House Safety

Residential Rehabilitation Assistance Program

Access to Provincial Insurance Coverage for Prescription Medicine

Power of Attorney, Property and Personal Care

Palliative Care Resources

Publicly Funded Home Healthcare

Retirement Communities

Tax and Financial Planning

Health

Your Lifestyle

Benefits of Drinking Wine

Essential Information for Canadian Travellers

Pre-Arranged Funeral Planning

Large
Skyscraper
(160 x 160)

Button
(120 x 120)

Button
(120 x 120)

Maximize Your Message With Online Advertising

There are many benefits to advertising on The SilverPages™ website:

- Increase the number of visitors to your website, enabling your site to reach a wider target and market audience.
- Reach people actively seeking information on products and services.
- Increase inquiries and sales for your product and services.

Companies looking to expand their business can select from a wide variety of advertising products. With options ranging from Advertorials, leaderboard banners, large skyscrapers or button click-through ads. The SilverPages™ has advertising solutions for businesses of all sizes.

Promotion of SilverPages™ On Line

The SilverPages™ is promoted on google with a very large ad budget to maximize the number of impressions for the website. The SilverPages™ will have their ad with many keywords that will benefit our clients.

These keywords are:

- Home Healthcare
- Publicly Funded Home Healthcare
- Canada's Caregiver Live-In Program
- Downsizing from the Family Home
- Critical Illness Insurance
- Long Term Care Insurance
- Home Healthcare Equipment & Supplies
- Provincial Insurance Coverage of Prescription Medicines
- Retirement Communities
- Tax and Financial Planning for Seniors

RATES (Six month duration)	RATE
Advertorial: 150 to 300 words about your company, product and/or service with a picture. <i>With links.</i>	\$975
Leaderboard <i>with link</i> (728 X 90 pixels)	575
Large Skyscraper <i>with link</i> (160 X 160 pixels)	475
Button <i>with link</i>	375

The SilverPages™ publication also promotes the website to over one million homes in Canada. The SilverPages™ is delivered through the paid subscription base of every major daily newspaper in each province of Canada.

Please refer to our 2010 Media Kit posted on www.thesilverpages.ca. Click on the media kit icon located at the top of the home page to download the 2010 Media Kit that outlines the publishing schedule across Canada.