

RetirementLifeToday.com to Provide Video Opportunities for Advertisers

LAKE ST. LOUIS, MO, May 23, 2005 / - - RetirementLifeToday.com LLC announced today that it will offer video advertising opportunities of introductory video clips before news and other featured video content, as well as infomercials for companies with products or services directed towards retirees, seniors, and baby boomers.

“We believe that this opportunity will provide benefits not only to advertisers, but also to our audience,” stated Kelly Lantz, President of RetirementLifeToday.com. “Many of our members are actively seeking products and services offered by potential advertisers, from health care needs to RVs, and “on-demand” possibilities for featuring these products and services provide a unique opportunity. Thus video advertising will benefit both advertisers and our users.”

Best of all, the cost for video advertising, estimated at around 2-5 cents per view, will be one of the lowest costs of any form of advertising media to a targeted audience. By comparison, pay-per-click advertising typically ranges from 15 cents to several dollars based on the specific audience targeted, and informational flyers and booklets can range from a dollar or more apiece (not including the cost of employee time).

About RetirementLifeToday.com

Since its launch late last year, RetirementLifeToday.com has become one of the highest ranking websites for retirees, seniors, and the “baby boomer” generation according to top industry rankings.

[RetirementLifeToday.com is a premier provider of retirement news](#), retirement lifestyle, health, recreation, and financial information for retirees, seniors, the “baby boomer” generation, and those interested in learning more about retirement-related information. RetirementLifeToday.com also provides special sections on grandparenting, RVing, and retirement communities, and Best Places to Retire. Membership is free and is open to anyone interested; being retired is not a requirement. RetirementLifeToday.com is not a part of or affiliated with any political or other organization, and is not engaged in lobbying efforts of any kind.

For further details concerning RetirementLifeToday.com, please contact:

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