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www.smaaa.org

"Senior News"

A free news tabloid for seniors and their families

For **Insert** or **Editorial Column Rates**, e-mail or call Nancy Bloch or see www.smaaa.org.

Display Advertising

Buying 6 Issues? Pay in advance and save 10%!

	1 issue	3 issues	6 issues*	Cost of 6 issues pay per issue	Cost of 6 issues pay in advance
Business Card	N/A	66**	62**	372	335
1/8 Page B+W	111	105	100	601	541
1/8 Page Color	221	215	210	1,260	1,134
1/4 Page B+W	212	201	191	1,148	1,033
1/4 Page Color	312	301	291	1,748	1,573
1/2 Page B+W	410	390	370	2,220	1,998
1/2 Page Color¹	560	540	520	3,120	2,808
1/2 Back Cover Color	610	590	570	3,420	3,078
Full Page B+W	819	778	739	4,435	3,991
Full Page Color¹	1,069	1,028	989	5,935	5,341
Full Back B+W	919	873	829	4,976	4,479
Full Back Cover Color	1,219	1,173	1,129	6,774	6,097

¹Half and full-page color ads on Pages 2 and 19 can be **guaranteed** premium placement!

Premium Placement Rates: Page 2 - \$100 for full page; \$50 for half page.

Page 19 - \$75 for full page; \$37.50 for half page. **Back cover rates include guaranteed placement.**

Dimensions	1 column	2 column	3 column	4 column
1/8 page	2.3125" x 7"	4.8125" x 3.5"	7.5" x 2.25"	
1/4 page	2.3125" x 14"	4.8125" x 7"	7.5" x 4.5"	10" x 3.5"
1/2 page		4.8125" x 14"	7.5" x 9"	10" x 7"
Full Page 10" x 14"				
Business Card	Vertical 2.3125" wide x 3.5" high			

* We offer a 10% discount for six issues (one year) paid upfront by check or credit card.

**Business Card ads are run with a three or six-issue commitment.

Cover Months

Jan/Feb
Mar/Apr
May/Jun
Jul/Aug

Distribution

Direct Mailed: 14,500
Newsstand: 4,000
Events for Seniors: 500
Circulation Total: 19,000

Space reservation

deadline: 6th of the month
prior to cover date.
Art work due:
10th of the month.