

Nancy Bloch
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"Senior News"

A free news tabloid for older adults and their families

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

Display Advertising

	1 issue	3 issues	6 issues*	Buying 6 Issues? Pay in advance and save 10%!	
				Cost of 6 issues pay per issue	Cost of 6 issues pay in advance
1/16 Page B+W**	N/A	76	72	432	389
1/16 Page Color**	N/A	176	172	1,032	929
1/8 Page B+W	122	116	110	660	594
1/8 Page Color	232	226	220	1,320	1,188
1/4 Page B+W	233	221	210	1,260	1,134
1/4 Page Color	353	341	330	1,980	1,782
1/2 Page B+W	450	428	407	2,442	2,198
1/2 Page Color ¹	600	578	557	3,342	3,008
1/2 Back Cover Color	650	628	607	3,642	3,278
Full Page B+W	900	855	812	4,872	4,385
Full Page Color ¹	1,150	1,105	1062	6,372	5,735
Full Back Cover Color	1,290	1,226	1,165	6,990	6,291

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
1/16 page larger than biz card	2.3125" x 3.5"	4.8125" x 1.75"		
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"				

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

**1/16 Page ads are run with a three or six-issue commitment only. We no longer offer business-card size ads.

Cover Months

Jan/Feb
Mar/Apr
May/Jun
Jul/Aug
Sep/Oct
Nov/Dec

Distribution

Direct Mailed: 14,500
Newsstand: 5,000
Events for Seniors: 500+
Circulation Total: 20,000

Space reservation

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