



# Senior News

*A free news tabloid for seniors and their families*

## Black & White and Introductory 4-Color Advertising Rates 10-1-07

	1 issue	2 issues	3 issues	6 issues**
<b>Business Card</b>	61	56	55	52
<b>1/8 Page</b>	101	94	91	86
<b>1/4 Page</b> *(+\$100 for 4-color)	202*	187*	182*	172*
<b>1/2 Page</b> *(+\$150 for 4-color)	390*	361*	351*	331*
<b>1/2 Page Back Cover</b> *(+\$250 for 4-color)	390*	361*	351*	331*
<b>Full Page</b> *(+\$250 for 4-color)	780*	722*	701*	662*
<b>Full Back Cover</b> *(+\$300 for 4-color)	780*	722*	701*	662*

Dimensions	1 column	2 column	3 column	4 column
1/8 page	2.3125" x 7"	4.8125" x 3.5"	7.5"x2.25"	
1/4 page	2.3125" x 14"	4.8125" x 7"	7.5"x4.5"	10" x 3.5"
1/2 page		4.8125" x 14"	7.5"x9"	10" x 7"
Full Page 10" x 14"				
Business Card	Horizontal 3.5" x 2" or Vertical 2" x 3.5"			

### Discount for Six Issues Paid in Advance

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

#### Cover Months

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

#### Distribution

**Direct Mailed:** 15,600  
**Newsstand:** 3,000  
**Events:** 1,000  
**Circulation Total:** 19,600 \*\*

\*\*Circulation total for Jul-Aug issue is 21,000.  
Includes promotion of Maine Senior Games.

Deadline: 6th of Dec for Jan/Feb, Feb for Mar/Apr, Apr for May/Jun, Jun for Jul/Aug, and Oct for Nov/Dec. New or revised art work due on the 10th of the same months.





