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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

	1 issue	3 issues	6 issues*
Business Card	N/A	66**	62**
1/8 Page B+W	111	105	100
1/8 Page Color	221	215	210
1/4 Page B+W	212	201	191
1/4 Page Color	312	301	291
1/2 Page B+W	410	390	370
1/2 Page Color¹	560	540	520
1/2 Back Cover Color	610	590	570
Full Page B+W	819	778	739
Full Page Color¹	1,069	1,028	989
Full Back B+W	919	873	829
Full Back Cover Color	1219	1173	1129

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: 15,000
Newsstand: 3,000
Events for Seniors: 850
Circulation Total: 19,000***

Space reservation

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

*****Circulation total for Jul-Aug issues is 20,000, which includes "Active Aging Guide" and Maine Senior Games.**