


Sr. News

Established 1981

SERVING HUMBOLDT AND DEL NORTE COUNTIES

Published monthly by
 Humboldt Senior
Resource Center

**A NEWSPAPER TARGETING
THE 50-PLUS READER**

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SEND MATERIALS & PAYMENTS TO

Senior News

1910 California Street
Eureka, CA 95501

WEB SITE

www.humsenior.org

*Download current issue
under the News tab*

Circulation: 11,000

5,000 FREE at more than 100 locations
in Humboldt & Del Norte Counties

6,000 inserted into the
Times-Standard

SUBSCRIPTIONS: \$20 PER YEAR

Advertising RATE CARD

Rates effective thru 6/15/2020

Deadlines

Space Reservation Date

12th of the month preceding publication.

(Early deadlines on the 10th for December & January issues.)

No Page 1 ads or Page 3 ads are available.

Materials Due

15th of the month preceding publication.

No cancellations after this date.

(Early deadlines on the 10th for December and January issues.)

Publication/Mailing Date/Distribution

Last Tuesday of the month or sooner *(for December & January issues.)*

Display Advertising

Full Color and Black/White ads

INSIDE AD SIZES

Full Page 9.9" w x 9" t \$1,045 per month

Page 2 bottom banner 7.75" w x 2" t \$330 per month

1/16 Page square 2.34" w x 2.114" t \$58 per month

1/8 Page hor. 4.85" w x 2.114" t \$117 per month

1/8 Page ver. 2.34" w x 4.432" t \$117 per month

1/6 Page hor. 4.85" w x 2.85" tall \$180 per month

1/4 Page square 4.85" w x 4.55" t \$262 per month

1/4 Page hor. 9.9" x 2.114" tall \$262 per month

1/4 Page ver. 2.37" w x 9" t \$262 per month

Half Page ver. 4.85" w x 9" t \$500 per month

Half Page hor. 9.9" w x 4.432" t \$500 per month

BACK PAGE AD SIZES

1/2 Back Page, Vert. or Hori. \$685 per month*

1/4 Back Page, 4.85" w x 4.75" t \$385 per month*

9.9" w x 3" t \$400 per month*

Guaranteed Page Placement for your ad

\$75 – half page ad or larger. \$45 – less than half page.

Page Placement fee not included in any discount.

**This ad space may be available-ask advertising coordinator.*

Mechanical Information

Four-column printed area, 9.9" wide, 9.55" high. Art: 85 line screen, 300 dpi. CMYK. Maximum ad height, 9.5 inches.

24-page tabloid. Submit PDF files using the following directions:

- All Black text must be 100% black for best printing results.
- Use Adobe Preset: PDF/X-1a:2001. Call for color profiles.

Column Widths

Inside Pages

COL.	INCHES
1	2.34
2	4.85
4	9.9

Back Page

COL.	INCHES
4	9.9"

Page 2 Banner*

7.91" w x 2" tall

Senior Activity Pages*

COL.	INCHES
1	1.91
2	3.86

Graphic Design

One-half hour of graphic design is provided. For ads larger than 1/4 page in size, design time will be charged at \$50/hour after the first half-hour.

Payment Options

• **First-time Advertisers** must prepay by the 20th of the month preceding publication.

• **Out-of-County advertisers** must prepay each month.

• **Forms of Payment:** personal checks, VISA/Mastercard & monthly billing with credit approval.

• **Senior News Prepay Discount:**

• 7% off for PREPAY for one whole year of advertising

Political Advertising

Payable when making ad space reservation.

Advertising Agencies

*10% discount to agencies providing clean, correctly-sized pdf files. Use Adobe Preset: PDF/X-1a:2001. Photos should be at least 300 dpi, art at 85 line screen, CMYK. Call for color & gray profiles. **Page placement fee is not subject to discounts.*