

Sr. News

ESTABLISHED 1981

SERVING HUMBOLDT COUNTY

A MONTHLY PUBLICATION OF



Humboldt Senior
Resource Center

A newspaper targeting
the 50+ reader

EDITOR

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ADVERTISING

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SEND MATERIALS & PAYMENTS TO
Senior News

1910 California Street, Eureka, CA 95501

Credit Card payments call: 707-443-9747

Read the latest issue at
www.humsenior.org

CIRCULATION
10,000

SUBSCRIPTIONS: \$25 PER YEAR

5,000 subscribers & rack
last SUNDAY Times-Standard

2,000 subscribers & rack
last WEDNESDAY Mad River Union

3,000 FREE

at open locations in Humboldt County

Advertising Rate Card

Deadlines

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 & Camera-Ready Art due

15th of the month preceding publication.

No cancellations after this date.

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

Publication Distribution/Mailing

- *Times-Standard* insertion: Last Sunday of the month.
- *Mad River Union* insertion: Last Wednesday of the month.
- Businesses in Humboldt County: Last Thursday of the month.
- Subscriptions are mailed out the Thursday of the month.
- Online Senior News posted by 1st of the month of publication.

Read Senior News online: www.humsenior.org

Display Advertising

INSIDE AD SIZES

Full Page 9.9" w x 9" h \$1,149 per month

Page 2 bottom banner 7.75" w x 2" h \$363 per month *

1/16 Page square 2.34" w x 2.114" h \$64 per month

1/8 Page hor. 4.85" w x 2.114" h \$129 per month

1/8 Page ver. 2.34" w x 4.432" h \$129 per month

1/6 Page hor. 4.85" w x 2.85" h \$198 per month

1/4 Page square 4.85" w x 4.55" h \$288 per month

1/4 Page hor. 9.9" w x 2.114" h \$288 per month

1/4 Page ver. 2.37" w x 9" h \$288 per month

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

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

BACK PAGE AD SIZES

1/2 Back Page, Hor. 9.9" w x 4.432" h \$685 per month

9.9" w x 3" h \$440 per month *

Centerfold Pages 12-13 *Not available at this time.*

** Not available at this time.*

Mechanical Information

Four-column printed area, 9.9" wide, 9.5" tall.

Art: 85 line screen, 300 dpi. CMYK.

Maximum ad height is 9.5". 24-page tabloid.

Submit PDFs only. Submit with Hot Links for online issue.

Locally printed at Western Web, Fairhaven CA.

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

Guaranteed Page Placement

\$85 – half page ad or larger. \$50 – less than half page.

Page Placement fee not included in any discount.

Graphic Design Charges

One-half hour of graphic design included in ad price.

Ads larger than 1/4 page in size will be charged at \$55/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 Advertising Prepay Discount:**
7% off for PREPAY for one whole year.

Political Advertising

Payable when making ad space reservation.

Pages 1-4 are not available for political advertising



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.

**Page placement fee is not subject to discounts.*