



ESTABLISHED 1981

SERVING HUMBOLDT COUNTY

A MONTHLY PUBLICATION OF



Humboldt Senior Resource Center

A newspaper targeting the 50+ reader

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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

**4,400** subscribers & rack last **SUNDAY** Times-Standard

**2,000** subscribers & rack last **WEDNESDAY** Mad River Union

**3,600 FREE**

at open locations in Humboldt County

# Advertising Rate Card

## Deadlines (Earlier deadlines for 2023)

### Ad Space Reservations

**10th of the month** preceding publication.

### Materials & Camera-Ready Art due

**13th of the month** preceding publication.

No cancellations after the 16th of the month preceding publication.

(Early Materials deadlines 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 Wednesday/Thursday.
- Subscriptions are mailed out the last Thursday of the month.
- Online Senior News posted by 1st of the month of publication.

Read Senior News online: [www.humsenior.org](http://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. 2.34" 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.

Ads space is not available on pages 1 & 3.

## 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.