



ESTABLISHED 1981

SERVING HUMBOLDT COUNTY

A MONTHLY PUBLICATION OF



Humboldt Senior Resource Center

A newspaper targeting the 50+ reader

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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: \$36 PER YEAR

2,500 subscribers & rack last **SUNDAY Times-Standard**

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

5,500 FREE at open locations in Humboldt County

Advertising Rate Card

Deadlines for 2024

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 or 1st 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

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

*Pages 12-13 & page 2 banner are not available.

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.*