

A free newspaper targeted to readers
"50 and better" published monthly by



Humboldt Senior
Resource Center

EDITOR

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ADVERTISING

707-443-9747

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Mailed subscriptions: \$36/year

Mail payments to Senior News, 1910
California St, Eureka CA 95501
For credit card payments, call
707-443-9747.

All issues available online at
www.humsenior.org

CIRCULATION 7000/month

1950 inserted in the Times-Standard
2000 inserted in the Mad River Union
3050 at distribution sites throughout
Humboldt County

ADVERTISING RATE CARD

Deadlines for 2025

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.*