

Senior News - A free news tabloid for older adults and their families since 1996.

For **Insert** rates please call or email.

Display Advertising

	1 issue	6 issues <i>(cost per issue)</i>
1/16 Page B+W	\$40	\$35
1/16 Page Color	\$92	\$78
1/8 Page B+W	\$64	\$53
1/8 Page Color	\$121	\$106
1/4 Page B+W	\$122	\$100
1/4 Page Color	\$184	\$160
1/2 Page B+W	\$234	\$195
1/2 Page Color	\$312	\$268
1/2 Back Cover Color	\$345	\$298
1/2 Inside Back Cover Color	\$375	\$335
Full Page B+W	\$468	\$390
Full Page Color	\$598	\$510
Full Page 2 Color	\$575	\$535
Full Page Inside Back Cover Color	\$575	\$535
Full Back Cover Color	\$695	\$594

Get Started Today!

1. Choose your ad size.
2. We will send you a contract.
3. You complete the contract and decide on payment options*.
**Prepayment is required for first time advertisers for the first insertion*
4. Return the completed contract to us via email at jbowne@smaa.org or via fax at 207-883-8249
5. We will follow-up with any questions.
6. Send in your ad copy by the 10th of the month prior to publication.

Interested in 6 issues? Prepay for all 6 issues and receive an extra 10% off!

Cover Months

Jan/Feb	Jul/Aug
Mar/Apr	Sept/Oct
May/June	Nov/Dec

Distribution

Newsstand:	9,500
SMAA Clients:	500+
Subscribers	1,000
Circulation Total:	11,000

Ad Submission Requirements - Ad sizes are noted on this sheet. In addition to correct size, please provide a high-resolution .pdf file with fonts embedded. Black and white ads should contain grayscale images only and color ads should include 4-process (cmyk) images. We offer graphic design assistance as needed for \$50/hr.

<u>Dimensions</u>	<u>1 column</u>	<u>2 column</u>	<u>3 column</u>	<u>4 column</u>
1/16 page larger than biz card	2.3125" x 3.5"	4.8125" x 1.75"		
1/8 page	2.3125" x 7"	4.8125" x 3.5"	7.5" x 2.25"	
1/4 page	2.3125" x 14"	4.8125" x 7"	7.5" x 4.5"	10" x 3.5"
1/2 page		4.8125" x 14"	7.5" x 9"	10" x 7"
Full page	10"x14"			

Space reservation deadline: 6th of the month prior to cover date.

Artwork due: 10th of the month prior to cover date.