

Serving Snohomish
County seniors
since 1973

Formerly
The Senior Source

Senior FOCUS



Living Life to the Fullest

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Advertising Rates & Specifications Effective January, 2009

21,000 papers are distributed bi-monthly (February, April, June, August, October and December). 17,500 mailed directly to households.

Published by Senior Services of Snohomish County, the Senior Focus (formerly Senior Source) has reached out to the community for 35 years by providing news and information that promotes independence, preserves dignity and enhances the quality of life for older adults.

**35,000 +
READERS**

The Senior Focus is designed to inspire, motivate and educate older adults. Each issue captures a broad range of topics, resources and activities that reflect the diverse interests and needs of the senior community. Topics including national issues (Medicare/Social Security), nutrition advice, program and service updates, scam and fraud alerts, health, travel, senior profiles, leisure activities including volunteer opportunities and classes, plus more. Our readers tell us they save the newspaper to refer to and/or to share with family, friends and neighbors.

In addition to the Senior Focus, Senior Services publishes the Senior Source Resource Guide. This popular guide, which is distributed in May, is a unique and valuable community resource that provides information about public and private organizations and businesses that offer services to seniors, disabled adults, and family caregivers.

Advertising Rates:

Open rate: \$15.50 per column inch, net.

6 time commitment rate: \$14 per column inch, net.

Service directory: \$29 per issue, net. Minimum three month commitment required.

Rates are non-commissionable to agencies.

House spot color is available on limited pages for an additional fee of \$50. Ask about 4-color availability.

Preferred position, subject to availability, is guaranteed for a 20 percent premium. Minimum charge, \$25 per issue.

Specifications:

Page depth: 15.5 inches; **Columns per page:** 4

Column widths:

1 column: 2-1/4 inches

2 columns: 5 inches

3 columns: 7-1/2 inches

4 columns: 10-1/8 inches

Service Directory: 2 inches wide x 2 inches tall

Artwork: Camera-ready artwork is preferred. Minimal typesetting and artwork provided at no cost.

Space/copy deadline: 5th of the month prior to publication month (i.e. January 5th for February/March issue.

Ad Sizes: Noted below are common ad sizes. Other sizes to meet your needs are available.

1/16 page (4 col. inches): 2-1/4" wide by 4" tall; or 5" wide by 2" tall. Open rate: \$62.00

1/8 page (8 col. inches): 2-1/4" wide by 8" tall; or 5" wide by 4" tall. Open rate: \$124.00

1/4 page (16 col. inches): 5" wide by 8" tall; or 10-1/8" wide by 4" tall. Open rate: \$248.00

1/3 page (21 col. inches): 5" wide by 10-1/2" tall or 7-1/2" wide by 7" tall; Open rate: \$325.50

1/2 page: (32 col. inches) 5" wide by 15-1/2" tall; or 10-1/8" wide by 8" tall. Open rate: \$496.

Full page: (62 col. inches) 10-1/8" wide by 15-1/2" tall. Open rate: \$961.

Web-Site: The Senior Focus web-site will be operational by Spring 2009. Call for information about advertising opportunities – 425.263.1868.