

# The Senior Source™

Formerly The Third Age News

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## Advertising Rates & Specifications Effective August, 2005

- 20,500 papers are distributed each month (17,500 mailed directly to households).
- Published monthly by Senior Services of Snohomish County, we have been providing information to seniors for 33 years!
- Not a “throwaway” paper. Readers keep The Senior Source to refer to throughout the month and/or to share with family, friends and neighbors.
- The Senior Source is designed to inspire, motivate and educate the older adult population. Each issue is packed with useful news and information featuring stories on a wide range of topics such as: national issues (Medicare/Social Security), nutrition, program/service updates, health, travel, senior profiles, senior center activities, plus more.

**35,000 +  
READERS  
MONTHLY**

### Advertising Rates:

Open rate: **\$14.50** per column inch, net.

6-month commitment rate: **\$13.00** per column inch, net.

Rates are non-commissionable to agencies.

Spot color is available. Please call for information regarding the cost.

### Specifications:

**Page depth: - 15.75 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

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

**Space and copy deadline:** 10th of the month for publication in the following month; i.e., January issue closes December 10th.

### Provisions:

•Senior Services reserves the right to reject or cancel any advertising for any reason at any time.

•All advertisements are positioned at the discretion of Senior Services.

•Senior Services reserves the right to place the word “advertisement” on editorially formatted ads.

•Reserved ad space will require full payment if the ad is cancelled after the deadline or if the ad must be omitted because artwork from the advertiser was submitted after press deadline.

•Discounted ads, which are discontinued prior to contract expiration will be retroactively charged the regular advertising rate. Any additional amount due will be added to the final billing

•Senior Services requires payment in advance for new accounts. Once an established account, payment is due within 30 days following date of publication.

•Political ads. Camera ready copy is preferred. It is the advertiser’s responsibility to ensure the ad meets all campaign advertising/disclosure regulations. Payment prior to publication is required.