

# Senior Times™

SOUTH CENTRAL MICHIGAN

## 2017 ADVERTISING RATE CARD & SPECIFICATIONS

A NEWSPAPER FOR AND ABOUT AREA SENIOR ADULTS

### AD RATES

AD SIZE	1X	3X	6X	12X
1/8 Page	\$ 136	\$ 126	\$ 116	\$ 106
1/4 Page	\$ 246	\$ 216	\$ 206	\$ 186
3/8 Page	\$ 376	\$ 326	\$ 316	\$ 276
1/2 Page	\$ 436	\$ 386	\$ 376	\$ 326
3/4 Page	\$ 656	\$ 596	\$ 576	\$ 496
Full Page	\$ 786	\$ 706	\$ 656	\$ 586
Back Cover*	\$ 926	\$ 836	\$ 786	\$ 696
Double Truck*	\$ 1,736	\$ 1,556	\$ 1,476	\$ 1,296
Fixed Position	— 10% Additional Cost —			

\* Mandatory Color Required.

**SENIOR BUSINESS DIRECTORY:** Feature your business card in this cost-effective product & service directory. \$ 65/month.

**SENIOR HOUSING LISTING:** This feature provides the basic information about area facilities at a glance. \$ 250/year (Free to advertisers), or billed monthly at \$25/month.

### COLOR CHARGES

1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE
\$ 39	\$ 69	\$ 109	\$ 199

Color charges apply to each insertion. No discount on color. Color not available on all pages.

### AD DIMENSIONS

AD SIZES	WIDTH x HEIGHT (in)
1/8 Page	4.75 x 3.75
1/4 Page Horizontal	9.75 x 3.75
1/4 Page Vertical	4.75 x 7.75
3/8 Page Horizontal	9.75 x 5.75
3/8 Page Vertical	4.75 x 11.75
1/2 Page Horizontal	9.75 x 7.75
1/2 Page Vertical	4.75 x 15.83
3/4 Page	9.75 x 11.75
Full Page	9.75 x 15.83
Back Cover *	9.75 x 15.83
Center Spread / Double Truck *	20.25 x 15.83

\* Special Position.

### AD DEADLINE / APPROVALS / CANCELLATIONS

- ▶ **AD / COPY DEADLINE:** 10th of the month prior to publication.
- ▶ **AD APPROVAL BY EMAIL:** The convenience of email ad approvals require *Senior Times* to place full responsibility of ad content upon the advertiser. An email ad / article approval accepts responsibility of typographic errors and inaccuracies of fact – and accepts responsibility of invoice payment in full.
- ▶ **AD / CONTRACT CANCELLATION FEE: \$150**

### MECHANICAL / PUBLISHING INFORMATION

**MECHANICAL REQUIREMENTS:** *Senior Times of South Central Michigan* and all sections are printed 85 line screen web offset using process color (CMYK) and grayscale. Photos emailed or provided must be 300 dpi resolution at full size (100%). Ads may be supplied on cds, dvds or flash drive. InDesign files are preferred. Please include all images, screen and printer fonts. Illustrator and Photoshop files are also accepted. Ads may also be emailed as a press PDF to keiths@wwthayne.com or matt@wwthayne.com. Ads received that are not to our specifications will be altered to fit. For more specific technical information please contact our Art Department (269) 979-1411 ext 311.

**PUBLISHER'S POLICIES:** Advertisers are requested to check the first insertion of an ad for errors. Scene Publications, will be responsible for only one incorrect insertion. Any error should be reported immediately by contacting your advertising consultant.

Liability of Scene Publications in the event of failure to publish an advertisement for any reason or in the event of errors in the publishing of an advertisement shall be limited to the space occupied by the items of an advertisement.

Claims concerning omissions or incorrect insertions will not be considered unless made within 30 days of publication date. Proofs are provided for those contracted for 1/4 page or larger, unless supplied on film or disk.

**DISTRIBUTION:** *Senior Times of South Central Michigan* is delivered to distribution sites within three days of the publication date. Subscriptions are available for \$20 per year.

**CONSISTENCY IN ADVERTISING:** Create consistency in your print advertising. Your *Senior Times* advertising consultant can assist you by sending your ad to any other print media you may be using. We'll make the adjustments needed and deliver it in the correct size and format for only \$50.

**ONLINE INTERACTION:** Now you can view *Senior Times* online. Turning pages is fun and easy! Click the direction arrows at the top and side, click the corner of a page, click and drag a page, or swipe across with your finger. Use the tool bars at the top and bottom to zoom, print, download, email, search, share on social media, preview every page with the thumbnail option, and more. Rolling over the pages activates highlighted areas that you can click on – linking you to advertiser websites, videos and email. On the Contents Page you can jump to each article, be sure to look for updates!

**EMAIL ADS TO:** keiths@wwthayne.com or matt@wwthayne.com

**SEND SPECIAL EVENTS / ADVERTISING TO:** ssherban@wwthayne.com

**Senior Times is published by Scene Publications, a division of W.W. Thayne Advertising Consultants, Inc.**

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