

Sr. News

Established 1981

SERVING HUMBOLDT AND DEL NORTE COUNTIES

Published monthly by



Humboldt Senior Resource Center

A NEWSPAPER TARGETING
THE 50-PLUS READER

EDITOR

Ted Pease

New: 707-443-9747 ext. 1226

New: Fax: 707-443-3498

seniornewseditor@humsenior.org

ADVERTISING COORDINATOR

Elizabeth A. Whitley

New: 707-443-9747 ext. 1227

seniornewsads@humsenior.org

SEND MATERIALS & PAYMENTS TO

Senior News

1910 California Street
Eureka, CA 95501

WEB SITE

www.humsenior.org

Download current issue
under the Senior News tab

Circulation: 13,000

5,000 FREE at more than 100 locations
in Humboldt & Del Norte Counties

8,000 inserted into the
Times-Standard

SUBSCRIPTIONS: \$20 PER YEAR

Advertising RATE CARD

Rates effective thru 2018

Updated 1/30/18

Deadlines

Space Reservation Date

12th of the month preceding publication.

(Early deadlines on the 10th for December & January issues.)

No Page 1 ads, Page 3 ads or Page 8 & 9 ads are available.

Materials Due

15th of the month preceding publication.

No cancellations after this date.

(Early deadlines on the 10th for December and January issues.)

Publication/Mailing Date/Distribution

Last Tuesday of the month or sooner (for December & January issues.)



Display Advertising

Full Color ads

Full color \$20/col. inch

Calendar pages: 12-13, full color \$22/col. inch

Page 2 bottom banner 7.875" x 2" \$300 per month

Inside Full Page 9.9" w x 9.75" t \$950 per month

1/2 Back Page, Vert. or Hori. \$625 per month-if available

1/4 Back Page, 4.8125" w x 4.75" t \$350 per month

1/8 Back Page, 4.8125" w x 2.5" t \$175 per month

Suggested sizes below. No 4-column ad sizes are available.*

All other sizes available. *Without contract previous to 10/16.

Half Page ver. 4.8125" w x 9.32" t \$450 per month

Half Page hor. 9.9" w x 4.55" t \$455 per month

1/4 Page Square 4.8125" w x 4.55" t \$238 per month

1/4 Page hor. 9.9" x 2.1125" tall \$211.85 per month

1/5 Page ver. 1.8467" w x 9.375" t \$180 per month

Six month contract needed for Calendar-page advertising.

Black & White ads: 10% discount

Guaranteed Page Placement

\$75* – half page ad or larger. \$45* – less than half page.

*Page Placement fee not included in any discount.

Mechanical Information

Five column printed area, 9.9" wide, 9.55" high. Art: 85 line screen, 300 dpi. CMYK Maximum ad height, 9.5 inches. 24-page tabloid.

Column Widths

Inside Pages

COL.	INCHES
1	1.8467
2	3.86
2.5	4.8125
5	9.9

Back Page

COL.	INCHES
5	9.5"

Page 2 Banner

7.625" w x 2" tall

Calendar Pages

COL.	INCHES
2	3.86

Graphic Design

One-half hour of graphic design is provided. For ads larger than 6 column-inches in size, design time will be charged at \$50/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.
- **Prepay for one year of advertising (12 issues) and receive a 7% discount.**

Political Advertising

Payable when placed.*

Advertising Agencies

10% discount to agencies providing clean, correctly-sized pdf files.* Photos should be at least 300 dpi, art at 85 line screen, CMYK. *Page placement fee is not subject to agency discount.