

The
Thurston-Mason
Senior News

WHY ADVERTISE HERE

1. Specialized reader group
2. Advertising more likely to be noticed on tabloid format
3. Paper kept all month for reference
4. Competitive prices

Rick Crawford
Editor

Staffed by Volunteers

Circulation 17,000 - Monthly Tabloid (half direct mail/half bulk drop)
 Column Width: 2 1/4 Inches
 Page: 4 Columns - 10" wide x 16 inches tall (print area 15.75")
 Rate Card Effective Starting February Edition 2013

The Thurston-Mason Senior News is a well established senior citizen news monthly reaching nearly every senior household in the two counties and those residing nearby in neighboring counties. The paper reports on senior organizations, retirement planning, legislation, health, travel and anything from alternative energy to zoology.

The Thurston-Mason Senior News publishes monthly during the last week of the month with article and advertising deadline of the second Friday of each month. Ad copy is preferred in a PDF electronic format of the correct dimensions. We can help create an ad at no extra charge, please e-mail/call and someone will assist you.

SENIOR NEWS ADVERTISING RATES

Rates are figured per column inch. Our tab column inch is 2 1/4 inches wide by 1 inch high.

OPEN RATE: \$20.00 per column inch

DISCOUNTS: 6x Rate-\$19. per inch for 6 time or every other month
 12x Rate-\$18. per inch for every edition for a year

NON-PROFIT/CHURCH RATE:

A flat rate of \$16 per column inch

ADVERTISING AGENCIES

Our Rates are non-commissionable, agencies need to add their fees on top of our rates.

(360) 586-3590

FAX (360) 586-3591

E-mail: seniornews@olywa.net

MECHANICAL REQUIREMENTS:

- 1 column 2 1/4 inches
- 2 column 4 7/8 inches
- 3 column 7 1/2 inches
- 4 column 10 inches

COLOR/INSERTS:

Color is available at \$60.00 per insertion.
 Inserts are available for \$50 per thousand.
 (half run or full run insertions only)
 Our mailing list is not for sale.

RATES FOR REPEAT CUSTOMERS *(Black & white)*

SIZE	COLUMN INCHES	1X	6X	12X
Minimum Ad	1	\$20	\$19	\$18
Card height	2	\$40	\$38	\$36
2X2	4	\$80	\$76	\$72
Eighth page	8	\$160	\$152	\$144
Quarter Page	16	\$320	\$304	\$288
Half page	32	\$640	\$608	\$576
Full page	64	\$1280	\$1216	\$1152

**The Thurston-Mason Senior News is a project
 of the Thurston County Council on Aging
 112 E. 4th Avenue, Olympia, WA 98501
 Non-Profit 501-C3**