

The Thurston-Mason Senior News

Advertising Rates & Production Requirements

Senior News is an advocate on issues that are important to senior citizens and their families. An increasing number of businesses are aiming their products and services directly at seniors. Senior News is published monthly, mailed free to seniors' homes. It is distributed for pick-up all around Thurston and Mason counties — in senior centers, community centers, libraries, senior housing locations, some stores, medical and dental offices. The content and advertisers help seniors lead happy, healthy and productive lives. Thank you for reaching out to this audience of area seniors!



Joyce Brown Wilms

New President Elected to Lead Thurston-Mason Council on Aging

Joyce Brown Wilms is newly elected as president of the Thurston-Mason Council on Aging. She has served on the board of the non-profit organization since 2006 and provides extensive leadership experience, business management and grant writing for the organization. Wilms succeeds Rebecca



Mary Jones Elected to Board for Council on Aging

Mary Jones of Rochester was recently elected to the board of the Thurston-Mason Council on Aging. She will be responsible for database management for the non-profit organization. Now retired, Jones worked in marketing and commercial

Circulation is 16,000. These new ad rates are effective August 15, 2021.

Display Advertising Rates

Complementary full color (process) on all display ads.

Ad Insertion Frequency	1x	3x
Business Card - 2 columns x 2 inches	\$ 95	\$ 90
Eighth Page - 2 columns x 4 inches	\$ 190	\$ 180
Quarter Page - 2 columns x 8 inches (or) - 4 columns x 4 inches	\$ 375	\$ 355
Half Page - 4 columns x 8 inches	\$ 730	\$ 690
Full Page - 4 columns x 16 inches	\$1,350	\$1,285
Open Rates, Per Column Inch	\$25/in.	\$22/in

Based on a signed contract, paid at the time of insertion order.

Preferred Positions

Preferred positions include pages 1 (limited space, 20% upcharge), 2, 3, the centerspread and the back page (10%), space available.

Billboard and Classified Ads

Priced at \$25 per column inch and must be paid in advance. Classified limit of 21 words per column inch.

Mechanical Dimensions

- 1 column 2 1/4 inches
- 2 column 4 7/8 inches
- 3 column 7 1/2 inches
- 4 column 9 3/4 inches
- Gutter 1/4 inch

Live ad space of a page is 9.75" wide x 16" high

Art and Process Colors

Art should be provided in correct size as a PDF with a minimum resolution of 300 dpi. The digital art should be prepared in CMYK preferably, unless the ad is black only. Black text or black line art in a CMYK ad should be made as 100% black layer, and not process color builds as black.

Art Deadline

Art and contract are due the first day of the month for the following month's paper. It's always best to advise us of what are your plans.

Payment

Checks and bank cards accepted as payment.

Advertising Contact

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