

Kaw Valley Senior Monthly

2020 RATE CARD

"The 50+ demo accounts for half of all consumer expenditures — yet a shockingly small 10 percent of marketing dollars are targeted toward 50+. Clearly, the numbers don't add up, and overlooking the 50+ demographic is a major marketing mistake. Targeting the 50+ demo, marketers will see serious payoff when it comes to benefitting their bottom line."*

Advertising in *Kaw Valley Senior Monthly* allows businesses and organizations to reach the Lawrence-Topeka area's rapidly growing senior population with highly targeted messages at very affordable rates.

* Huffington Post, huffingtonpost.com/mark-bradbury/the-7-incredible-facts-about-boomers-spending_b_6815876.html



ADVERTISING RATES

DISPLAY RATES (\$ PER AD)	12x	6x	3x	1x
FULL PAGE	310.00	364.00	429.00	504.00
3/4 PAGE	222.00	261.00	308.00	362.00
ISLAND	188.00	222.00	261.00	307.00
1/2 PAGE	160.00	188.00	221.00	260.00
3/8 PAGE	116.00	136.00	160.00	188.00
1/4 PAGE	82.00	97.00	114.00	134.00
1/6 PAGE	52.00	62.00	72.00	85.00
1/8 PAGE	42.00	49.00	57.00	68.00
1/12 PAGE	27.00	32.00	37.00	44.00
1/16 PAGE	22.00	26.00	30.00	35.00

Ad sizes do not have to be the same for each insertion during a contract period. For example, an advertiser with a 12x contract may run one full-page ad, five 1/4-page ads, and six 1/8-page ads and receive the appropriate 12x discount for each ad.

COLOR CHARGE

Process 4-color: \$65.00

PREPRINTED INSERT RATES

(10" x 11" max.)

2-24 sides: \$55.00 per thousand.

Ten percent discount for full press run of 6,000 (i.e., \$297.00). We can also have inserts printed for you.

See page two for details.

AD NOTE PRINTING AND

APPLICATION ON FRONT PAGE

\$55.00 per thousand (10,000 min.).

All rates and charges are non-commissionable

ADVERTISING DEADLINES

Twentieth of the month for following month's issue.

FULL PAGE
9.7 x 10

3/4 PAGE
7.25 x 9.8

1/2 PAGE VERTICAL
4.75 x 9.8

1/6 PAGE HORIZONTAL
4.75 x 3.375

1/2 PAGE HORIZONTAL
9.7 x 4.85

ISLAND
7.25 x 8.5

1/12 PAGE VERTICAL
2.3 x 3.375

1/8 PAGE VERTICAL
2.3 x 4.85

3/8 PAGE HORIZONTAL
7.25 x 4.85

1/4 PAGE VERTICAL
2.3 x 9.8

1/16 PAGE VERTICAL
2.3 x 2.4

3/8 PAGE VERTICAL
4.75 x 7.75

1/12 PAGE HORIZONTAL
4.75 x 1.6

1/4 PAGE SQUARE
4.75 x 4.85

1/8 PAGE HORIZONTAL
4.75 x 2.4

1/4 PAGE HORIZONTAL
9.7 x 2.4

1/2 PAGE SQUARE
7.25 x 6.7

DISTRIBUTION

6,000 copies of *Kaw Valley Senior Monthly* are distributed for free every month, including 3,000 copies distributed throughout Lawrence, Baldwin City, Basehor, Bonner Springs, De Soto, Eudora, Gardner, Grantville, Lecompton, McLouth, Meriden, Oska-loosa, Ottawa, Perry, Tonganoxie, and Wellsville. Another 3,000 copies are distributed in Topeka.

Our more than 160 distribution locations include retirement communities, senior centers, public libraries, clinics, supermarkets, restaurants, and outdoor racks placed in high traffic areas.

Kaw Valley Senior Monthly is also available online at www.seniormonthly.net.

Subscriptions are available at \$9.50 per year.

**Serving the
Lawrence-Topeka
area's "50 and better"
population since 2001!**



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