



Kaw Valley Senior Monthly

2008 RATE CARD

The senior citizen group (age 50 and over) offers an expanding target market opportunity. Not only was the senior citizen group expected to grow at three times the rate of the rest of the population between 2000 and 2005, they also have more free time, are more prosperous, and reflect a greater propensity to spend than ever before.

Senior citizens are the wealthiest consumer segment and have the largest disposable income of any population group. The average per capita discretionary income for Americans 50 and older is more than \$8,400 per year, compared with \$6,505 for Americans of all ages.

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

ADVERTISING RATES

DISPLAY RATES (\$ per ad)	12x	6x	3x	1x
FULL PAGE	292.00	343.00	404.00	475.00
3/4 PAGE	209.00	246.00	290.00	341.00
ISLAND	177.00	209.00	246.00	289.00
1/2 PAGE	150.00	177.00	208.00	245.00
3/8 PAGE	109.00	128.00	150.00	177.00
1/4 PAGE	77.00	91.00	107.00	126.00
1/6 PAGE	49.00	58.00	68.00	80.00
1/8 PAGE	39.00	46.00	54.00	64.00
1/12 PAGE	25.00	30.00	35.00	41.00
1/16 PAGE	20.00	24.00	28.00	33.00

Ad sizes do not have to be the same for each insertion during a contract period. For example, an advertiser with a 12x contract could 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.

Note: If you have an ad size that does not exactly match one of the modular sizes at right, please call us for rates.

PREPRINTED INSERT RATES

(10" x 13" max.)

2-24 sides: \$50 per thousand.

Ten percent discount for full press run of 6,000 (i.e., \$270.00).

COLOR CHARGES

Process 4-color: \$125

All rates and charges are non-commissionable

ADVERTISING DEADLINES

Twentieth of the month for following month's issue.

FULL PAGE
10 x 13

3/4 PAGE
7 1/2 x 12 5/8

1/2 PAGE VERTICAL
4 7/8 x 12 5/8

1/6 PAGE HORIZONTAL
4 7/8 x 4

1/2 PAGE HORIZONTAL
10 x 6 1/4

ISLAND
7 1/2 x 10

1/12 PAGE VERTICAL
2 5/8 x 4

3/8 PAGE HORIZONTAL
7 1/2 x 6 1/4

1/4 PAGE VERTICAL
2 5/8 x 12 5/8

1/16 PAGE VERTICAL
2 5/8 x 3 1/8

3/8 PAGE VERTICAL
4 7/8 x 10

1/16 PAGE HORIZONTAL
4 7/8 x 1 1/2

1/4 PAGE SQUARE
4 7/8 x 6 1/4

1/8 PAGE HORIZONTAL
4 7/8 x 3 1/8

1/4 PAGE HORIZONTAL
10 x 3 1/8

1/8 PAGE VERTICAL
2 5/8 x 6 1/4

DISTRIBUTION

Three thousand copies of *Kaw Valley Senior Monthly* are distributed for free throughout Lawrence, Baldwin City, DeSoto, Eudora, Lecompton, Meriden, Oskaloosa, Ottawa, Perry and Tonganoxie. Another 3,000 copies are distributed in Topeka.

Distribution locations include retirement communities, senior centers, public libraries, clinics, supermarkets, restaurants, and outside racks placed in high traffic areas.

Kaw Valley Senior Monthly is also available online as a PDF file.

Subscriptions are available at \$15.00 per year.

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

**GROENHAGEN
ADVERTISING**

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