



Serving
Humboldt and Del Norte counties.
Published monthly by the
Humboldt Senior Resource Center

SEND MATERIALS & PAYMENTS TO
1910 California Street
Eureka, CA 95501

VISIT OUR OFFICE
1809 Albee Street, Eureka

ADVERTISING
707-476-9258

Fax: 707-476-9259
E-mail: seniornews@asis.com

EDITORIAL
707-476-9261

Fax: 707-476-9259
E-mail: seniornews@sbcglobal.net

WEB SITE
www.humguide.com/seniornews

Established 1981
Circulation: 5,000
Subscriptions: \$12 per year

**Retail &
Classified
RATE
CARD**
**Effective
July 2008**

Deadlines

Space Reservation Date

15th of the month preceding publication.
Early deadlines for the December and January issues.

Materials Due

20th of the month preceding publication.
No cancellations after this date.
Early deadlines for the December and January issues.

Mailing Date

First week of the month.

Display Advertising

Black & white ads

1-2 months	\$12.50/column inch
3 month contract	\$12.25/col. inch
6 month contract	\$11.50/col. inch

Color ads

6 month contract to stay on back page or calendar	
Full or spot color	\$15/col. inch
Calendar page (8, 9)	\$18/col. inch
Page 1 top banner 3.25" x 2"	\$200 per month
Page 1 bottom banner 6.7" x 2"	\$250 per month
Back page 2.5 col. x 3.5"	\$131.25 per month
Back page 2.5 col. x 7.5"	\$281.25 per month

Guaranteed Page Placement

\$40 monthly – half page additional charge
\$20 monthly – less than half page additional charge

Political Advertising

Payable when placed.

Advertising Agencies

10 percent discount to agencies providing clean, correctly sized pdf files. Photos should be at 150 dpi, art at 85 line screen, color CMYK. Please ask for our Agency Guidelines Sheet.

Classified Advertising

\$8/30 words; 10¢ each additional word.
\$4/30 words for seniors age 60 and older.
Payable when placed. Mail only. No e-mails or credit charges.
Must be in hand by 20th of the month.
(Early deadlines: 10th of November and December)

Mechanical Information

Five column printed area, 10" wide, 16" high. Art: 85 line screen, 150 dpi. Maximum ad height, 15.5 inches. Printed at Western Web, Eureka, California.

Column Widths

Inside & Calendar Page

COL.	PICAS	INCHES
1	11p6	1.91
2	23p7	3.94
3	35p9	5.96
4	47p11	7.99
5	60	10

Back Page

COL.	PICAS	INCHES
1.25	7p6	2.414
2.5	29p7	4.93
5	60	10
Page One Banners		
Top	19p6	3.25
Bottom	40p2.4	6.7

Special Services

Design

One-half hour of layout is provided. For ads larger than 10 column-inches in size, design time will be charged at \$35/hour.

Inserts

Advertise your business with an insert. Inserts are limited to a size of 8.5 x 11 inches and one or two routes. Insert price is 12.5¢ for first page, 10¢ for the second in same route. Price quotes and route information issued upon request.

Payment Options

All first-time advertisers must prepay. We accept personal checks and VISA/Mastercard. Monthly billing with credit approval. See classifieds for separate instructions.

All out-of-county advertisers must prepay monthly by credit card.



**Call
Senior News Advertising
707-476-9258
or e-mail
seniornews@asis.com**

Inside rates and sizes

1x2"

\$25 per month

6 months

\$23 per month

Color

\$30 per month

1x3"

\$37.50 per month

6 months

\$34.50 per month

Color

\$45 per month

Full page-inside

5 col. x 15.5"

\$968.75

Color \$1,162.50

Half page-inside

5 col. x 7.75"

\$484.37

Color \$581.25

2x1"

\$25 per month

6 months • \$23 per month

2x2"

\$50 per month

6 months

\$46 per month

Color

\$60 per month

\$72 Calendar

2x3"

\$75 per month

6 months

\$69 per month

Color

\$90 per month

\$108 Calendar

(Combine ads shown
to price larger ads.)

3x1"

\$37.50 per month

6 months • \$34.50 per month

Color • \$45 per month

3x2"

\$75 per month

6 months

\$69 per month

Color

\$90 per month

3x5"

\$187.50 per month

6 months

\$172.50 per month

Color

\$225 per month