

Serving Snohomish
County seniors
since 1973

Formerly
The Senior Source

Senior FOCUS



Living Life to the Fullest

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Advertising Rates & Specifications Effective January, 2012

22,500 papers are distributed bi-monthly (February, April, June, August, October and December). 19,000 are mailed directly to households.

Published by Senior Services of Snohomish County, the Senior Focus has reached out to the community for 38 years by providing news and information that promotes healthy aging and independence, as well as enhances the quality of life for older adults.

The Senior Focus is designed to inspire, motivate and educate older adults. Each issue includes news and information that reflects the diverse interests and needs of the senior community. These topics include national issues (Medicare/Social Security), nutrition advice, program/service updates, scam/fraud alerts, health, travel, senior profiles, leisure activities (volunteer opportunities, classes, etc.), plus more. Our readers tell us they save the newspaper to refer to and/or to share with family, friends and neighbors.

In addition to the Senior Focus, Senior Services publishes the Senior Source Resource Guide. This popular guide, (distributed in May) is a unique and valuable community resource that provides information about public and private organizations and businesses that offer services to seniors, disabled adults and family caregivers.

**35,000 +
READERS**

Advertising Rates:

Open rate: \$16.50 per column inch, net.

6 time commitment rate: \$15 per column inch, net.

Service directory: \$30 per issue, net. Minimum three month commitment required.

Rates are non-commissionable to agencies.

Color is available on limited pages for an additional fee of \$50 (spot color); \$150 (four color).

Advertisements are placed at the discretion of the publisher. Preferred position, subject to availability, is available for an additional fee of 20% of the ad cost. Please call 425.263.1868 to inquire.

Specifications:

Page depth: 16 inches; **Columns per page:** 4

Column widths:

1 column: 2-1/4 inches

2 columns: 5 inches

3 columns: 7-1/2 inches

4 columns: 10-1/8 inches

Service Directory: 2 inches wide x 2 inches tall

Artwork: Camera-ready artwork is preferred. Minimal typesetting and artwork provided at no cost.

Ad Sizes: Noted below are common ad sizes. Other sizes to meet your needs are available.

1/16 page (4 col. inches): 2-1/4" wide by 4" tall; or 5" wide by 2" tall. Open rate: \$66.

1/8 page (8 col. inches): 2-1/4" wide by 8" tall; or 5" wide by 4" tall. Open rate: \$132.

1/4 page (16 col. inches): 5" wide by 8" tall; or 10-1/8" wide by 4" tall. Open rate: \$264.

1/3 page (21 col. inches): 5" wide by 10-1/2" tall or 7-1/2" wide by 7" tall. Open rate: \$346.50

1/2 page: (32 col. inches) 5" wide by 16" tall; or 10-1/8" wide by 8" tall. Open rate: \$528.

Full page: (64 col. inches) 10-1/8" wide by 16" tall. Open rate: \$1,056.

Website (srfocusnews.org): Call for information about advertising opportunities – 425.263.1868.