



West Michigan & Holland Area SENIOR TIMES

A Flashes Publishers Publication Dedicated to Adults 50+

Sizes & Pricing

Ad Size	Columns	Production Size	Open Rate	6 x Rate	12 x Rate
Full Page	4	9.875" x 15"	\$1,050	\$895	\$790
Half Page (Horiz)	4	9.875" x 7.44"	\$540	\$460	\$405
Half Page (Vert)	2	4.875" x 15"	\$540	\$460	\$405
Quarter Page	2	4.875" x 7.44"	\$320	\$275	\$240
Eighth Page	2	4.875" x 3.66"	\$210	\$180	\$160
Business Directory		3" x 2"	N/A	\$50	\$40

Inserts
Single - \$35/m
Double - \$38/m

Add Color
1/4 Page & Smaller - \$50
1/2 Page & Larger - \$100

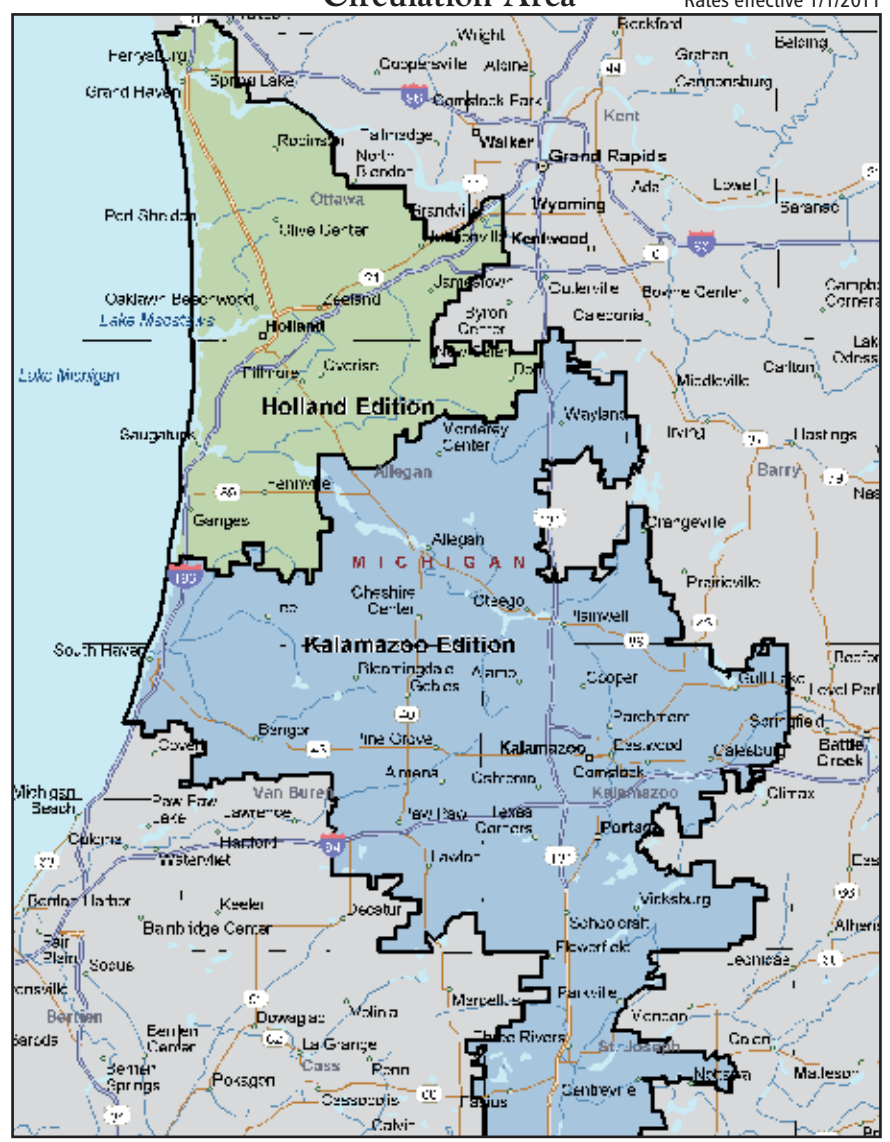
Cover Sticky Notes
\$49/M Full Run
\$59/M Partial Run

Distribution

19,000 Senior Times are distributed the second Friday of every month to hundreds of convenient pick-up locations throughout Kalamazoo, Allegan, Ottawa, Van Buren, St. Joseph and Kent Counties.

Circulation Area

Rates effective 1/1/2011



2012 ISSUE DATE	AD DEADLINE**	THEME**
January 13	December 28*	Health & Fitness
February 10	January 27	Assisted Living
March 9	February 24	Sports & Hobbies
April 13	March 30	Home & Garden
May 11	April 27	All About Food
June 8	May 25	Travel, Tourism & Day Trips
July 13	June 29	Senior Care
August 10	July 27	Arts & Entertainment
September 14	August 31	Senior Housing
October 12	September 28	Medical Guide
November 9	October 26	Education & Technology
December 14	November 30	Financial & Estate Planning

(Editorial deadline - Three Fridays before issue date)
*Early due to holiday **Subject to change

To advertise:

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