

# The Senior VOICE

Published Locally Since 1980

Wolfgang Lambdin  
Fort Collins, Colorado

Phone: (970) 229-9204

Fax: (970) 223-3250

[www.theseniorvoice.net](http://www.theseniorvoice.net)

The Senior Voice is the local newspaper for people age 50-plus in northern Colorado. Published monthly since 1980, circulation 40,000.

Distribution is by direct mail and news stands in Fort Collins, Greeley, Loveland, Windsor, Estes Park and other towns — plus our web site at [www.theseniorvoice.net](http://www.theseniorvoice.net).

- Email ads only to [production@adsinc-creative.com](mailto:production@adsinc-creative.com).
- Email comments, not ads, to [thevoice@frii.com](mailto:thevoice@frii.com).

## ADVERTISING RATES

Ad size	1 month	Discount Rate 3 months	Discount Rate 6 months	Discount Rate 12 months
1 Full Page	\$1,510 Each	\$1,408 Each	\$1,306 Each	\$1,194 Each
3/4 Page	\$1,178 Each	\$1,105 Each	\$1,051 Each	\$1,000 Each
1/2 Page	\$804 Each	\$752 Each	\$700 Each	\$638 Each
3/8 Page	\$562 Each	\$534 Each	\$505 Each	\$448 Each
1/4 Page	\$468 Each	\$436 Each	\$410 Each	\$366 Each
1/8 Page	\$323 Each	\$308 Each	\$290 Each	\$253 Each

Prices are net to Senior Voice.

Color: Free for ads 3 months or more. Open rate \$125 for one color, \$185 full color.

## MEASUREMENTS

Tabloid size page, with maximum image size 10" wide x 12.5" long. Four columns per page, each column is 14 picas wide, with 1.25 picas between columns. Page is 175 agate lines deep. Preferred screen is 100 lines per inch.

Ad Size	Width x Height (Picas/Points)	Ad Size	Width x Height (Picas/Points)
Full Page	10" x 12 1/2" (60p0 x 75p0)	3/8 horizontal	7 7/16" x 6 1/8" (44p8 x 36p9)
3/4 vertical	7 7/16" x 12 1/2" (44p8 x 75p0)	1/4 vertical	2 3/8" x 12 1/2" (14p0 x 75p0)
1/2 vertical	4 7/8" x 12 1/2" (29p4 x 75p0)	1/4 square	4 7/8" x 6 1/8" (29p4 x 36p9)
1/2 horizontal	10" x 6 1/8" (60p0 x 36p9)	1/8 vertical	2 3/8" x 6 1/8" (14p0 x 36p9)
3/8 vertical	4 7/8" x 9 1/4" (29p4 x 55p9)	1/8 horizontal	4 7/8" x 2 15/16" (29p4 x 17p7)