

The Senior VOICE

Published Locally Since 1980

www.theseniorvoice.net

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The Senior Voice is the local news magazine 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.

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 9" wide x 11.25" long. Four columns per page, each column is 12.5 picas wide, with 1.25 picas between columns. Preferred screen is 300 lines per inch.

Ad Size	Width x Height (Picas/Points)	Ad Size	Width x Height (Picas/Points)
Full Page	9" x 11.25" (54p0 x 67p6)	3/8 horizontal	6.69" x 5.5" (40p2 x 33p0)
3/4 vertical	6.69" x 11.25" (40p2 x 67p6)	1/4 vertical	2.08" x 11.25" (12p6 x 67p6)
1/2 vertical	4.39" x 11.25" (26p4 x 67p6)	1/4 square	4.39" x 5.5" (26p4 x 33p0)
1/2 horizontal	9" x 5.5" (54p0 x 33p0)	1/8 vertical	2.08" x 5.5" (12p6 x 33p0)
3/8 vertical	4.39" x 8.38" (26p4 x 50p3)	1/8 horizontal	4.39" x 2.63" (26p4 x 15p9)