

SENIOR DIGEST

A JOURNAL FOR AND ABOUT SENIORS

ADVERTISING RATES

DISPLAY ADVERTISING

1 x 2 . . . \$24	3 x 2 . . . \$72
1 x 3 . . . \$36	3 x 4 . . . \$144
1 x 4 . . . \$48	3 x 5 . . . \$165
1 x 5 . . . \$60	3 x 8 . . . \$264
2 x 2 . . . \$48	4 x 4 . . . \$176
2 x 3 . . . \$72	5 x 5 . . . \$275
2 x 4 . . . \$96	6 x 6 . . . \$360
2 x 5 . . . \$120	6 x 8 . . . \$432
6 x full \$768	

FREQUENCY RATES*

	OPEN	3X	6X	12X
2-14 in . . .	\$12	\$11.25	\$10.50	\$9.60
15-30 . . .	\$11	\$10.35	\$9.65	\$8.80
31-47 . . .	\$10	\$9.40	\$8.75	\$8.00
48-72 . . .	\$9	\$8.45	\$7.90	\$7.20
73-up . . .	\$8	\$7.50	\$7.00	\$6.40

*Frequency contracts apply to ads
6 inches or larger

CLASSIFIED ADVERTISING

Classified Display...\$8 per column inch
Line ads.....4 lines for \$12
\$2.50 for each additional line

INSERT RATES

Inserts accepted at a rate
of \$40 per 1,000

MECHANICAL REQUIREMENTS

1 column . . . 1 1/2"	4 column . . . 6 3/4"
2 column . . . 3 1/4"	5 column . . . 8 1/2"
3 column 5"	6 column . . . 10 1/4"

Depth of Column..... 16 inches
Columns Per Page..... 6
Full Page Dimensions . . . 10 1/4" x 16"

ADVERTISING DEADLINES

SENIOR DIGEST is published the last week of every month. Advertising deadline is 7 days prior to publication.

SENIOR DIGEST

P.O. Box 74
Seekonk, MA 02771
508-269-0862

Revised as of 12/15/05

SENIOR DIGEST is a free monthly publication with a readership of 35,000 people, containing news, photos, commentary and listings of interest to people age 50 and older. **SENIOR DIGEST** serves the State of Rhode Island and the Massachusetts' communities of Attleboro, Fall River, Rehoboth, Seekonk, Somerset and Swansea.



SENIOR DIGEST features articles and columns on a variety of topics, including travel, money matters, entertainment, gardening and health and fitness by authorities such as Susan Sweet, former associate director of the R.I. Department of Elderly Affairs, a consultant and advocate; Kathleen S. Connell, state director of AARP-Rhode Island; and Diane Stacy, a nutrition educator and coach.

An advertising message in **SENIOR DIGEST** will reach thousands of the most affluent consumers in your market. They need a variety of goods and services, ranging from clothing to cars and from financial advice to home improvement and maintenance. Advertisers who want continuity in their marketing programs can take advantage of volume discounts.

SENIOR DIGEST is neither responsible for typographical errors nor for omissions of copy. In the event of an error, the newspaper, when appropriate, will furnish a letter to be posted stating the correct information. It is agreed that the liability of this newspaper for any advertising error shall be limited to the actual cost of the space utilized to advertise the item that appears in error.

The subject matter, form, size, wording, illustration and typography of all copy is subject to the approval, revision, clarification, cancellation or rejection of **SENIOR DIGEST**. Previous acceptance of ad copy by **SENIOR DIGEST** will not be considered a waiver of **SENIOR DIGEST**'s right to edit, revise, clarify, cancel or reject any advertising at any time.

Inquire about advertising on our Web site, www.seniordigestnews.com.