



Kaw Valley Senior Monthly

2012 RATE CARD

The senior citizen group (age 50 and over) offers an expanding target market opportunity. Every eight seconds someone in the United States turns 50. The 50+ population, which controls more than \$7 trillion in wealth, owns 77% of all financial assets, accounts for 50% of all discretionary spending, represents the highest ratio of homeowners, purchases 41% of all new cars, and represents 80% of all luxury travel. Whatever your product or service, your business or organization is most likely affected by the aging of America.

Advertising in *Kaw Valley Senior Monthly* allows businesses and organizations to reach the Lawrence-Topeka area's rapidly growing senior population with highly targeted messages at very affordable rates.

ADVERTISING RATES

DISPLAY RATES (\$ PER AD)	12x	6x	3x	1x
FULL PAGE	292.00	343.00	404.00	475.00
3/4 PAGE	209.00	246.00	290.00	341.00
ISLAND	177.00	209.00	246.00	289.00
1/2 PAGE	150.00	177.00	208.00	245.00
3/8 PAGE	109.00	128.00	150.00	177.00
1/4 PAGE	77.00	91.00	107.00	126.00
1/6 PAGE	49.00	58.00	68.00	80.00
1/8 PAGE	39.00	46.00	54.00	64.00
1/12 PAGE	25.00	30.00	35.00	41.00
1/16 PAGE	20.00	24.00	28.00	33.00

Ad sizes do not have to be the same for each insertion during a contract period. For example, an advertiser with a 12x contract may run one full-page ad, five 1/4-page ads, and six 1/8-page ads and receive the appropriate 12x discount for each ad.

COLOR CHARGE

Process 4-color: \$65.00

PREPRINTED INSERT RATES

(10" x 13" max.)

2-24 sides: \$50.00 per thousand.

Ten percent discount for full press run of 6,000 (i.e., \$270.00).

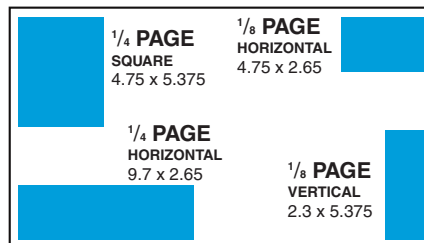
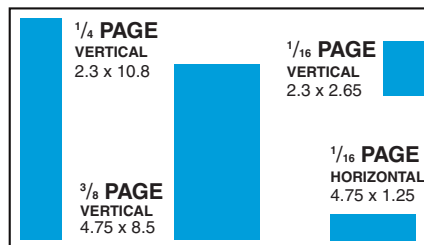
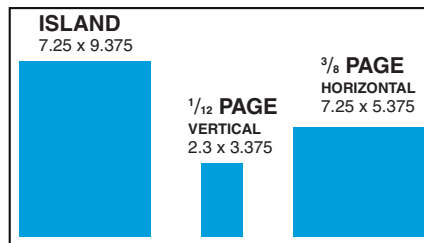
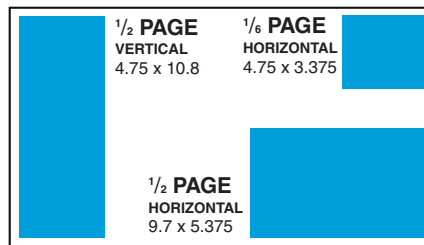
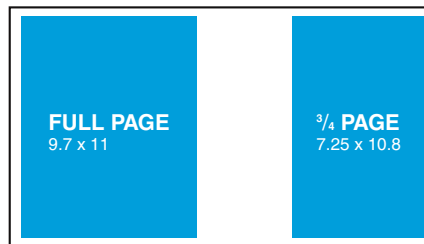
POST-IT NOTE PRINTING AND APPLICATION

\$45.00 per thousand (10,000 min.).

All rates and charges are non-commissionable

ADVERTISING DEADLINES

Twentieth of the month for following month's issue.



DISTRIBUTION

6,000 copies of *Kaw Valley Senior Monthly* are distributed for free every month, including 3,000 copies distributed throughout Lawrence, Baldwin City, De Soto, Eudora, Lecompton, Meriden, Oskaloosa, Ottawa, Perry and Tonganoxie. Another 3,000 copies are distributed in Topeka.

Distribution locations include retirement communities, senior centers, public libraries, clinics, supermarkets, restaurants, and outside racks placed in high traffic areas.

Kaw Valley Senior Monthly is also available online at www.seniormonthly.net as a PDF file.

Subscriptions are available at \$7.50 per year.

**Serving the
Lawrence-Topeka
area's "50 and better"
population since 2001!**

**GROENHAGEN
ADVERTISING**

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