

*The Premier Information Source for People 50 and Better!*

**MEDIA KIT**

**SIMPLY SENIORS**

**CALL TODAY TO  
RESERVE YOUR  
AD SPACE IN  
THE BEST AND  
LARGEST  
PUBLICATION  
SERVING  
EVERYONE 50  
AND BETTER!**

Simply Seniors is the complete marketing solution for local business professionals. Reach your target market with Simply Seniors proven Marketing tools, including a monthly newspaper localized in 4 distinct locations~

Choose one or choose all to hit your specific areas of interest. An integrated Web site, as well as synergy from networking with other advertisers within Simply Seniors.

Simply Seniors caters to local healthcare providers as well as other business professionals in the area, offering multiple avenues to educate and showcase their expertise and practice to the communities they serve.



## ✓ Newspaper Print

### Market Profile –

These days, every dollar counts. Whether you're the manufacturer, the retailer or the consumer, everyone is looking to stretch their marketing budget and maximize ROI. With Simply Seniors:

- Get the greatest possible return on the "spend."
- Generate high impact campaigns that deliver sustainable awareness and preference.
- Develop and nurture brand loyalty.
- Beat the competition and own the category.

### Distribution-

45,000 Copies more than 300,000 Readers

Over 1100 newsstand and countertop locations, including Fitness Centers, Sports Malls, Senior Activity and Community Centers, Senior Residents, Assisted and Independent Living, Military Installations, Beauty Salons, Hospitals, Clinics, Health Professionals, Restaurants, Senior Communities, Libraries, Pharmacies, and other strategic businesses displaying the free publication.

Direct mailed: to more than 400 subscribers. With subscriptions growing daily!



### 5 GREAT REASONS To advertise with us:

- 01 | Hit your target market. 95% of readers are 50-86 years old, with an active Health-consciousness lifestyle.
- 02 | Cost-effective ad rates which are much less than competing advertising choices.
- 03 | Reach local readers with the flexibility to target your market
- 04 | Advertise in a reputable, high-quality publication with a proven track record.
- 05 | Opportunities to publish educational stories to promote your practice, products, services and events.

**SIMPLY SENIORS**

**WWW.SIMPLYSENIORSNEWS.COM**



**Internet/ Web Site**

## Online Marketing

### Preferred Package ~ \$200/mo

Help educate our readers on your specialty or field of interest. Your articles as well as photos, testimonials and advertising will be seen by more than 50,000 readers each month!

### Link Exchange Program (\*Free)

All advertisers can participate in our link exchange program that gives them a free listing and link in our Advertiser Directory (\* free with 6 or 12 month contract)

### Banner Ads

#### Premium Banner Ad ~ \$150/Mo

Designed for maximum exposure. Rotates throughout site. Dimensions: 5 x 5 or 2.5 x4

#### Standard Banner Ad ~ \$75/mo

2 rotating positions per customer. Dimensions: 3.5 x 3.5



10% discount with prepaid 12-months



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### Advertising/Insertion Contract

New     Existing     Renewal

Bill to

Advertiser (identify)

Company \_\_\_\_\_

Firm/Agency \_\_\_\_\_

Attention \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Fax \_\_\_\_\_

Website \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Email \_\_\_\_\_

Contract for ad Size \_\_\_\_\_ for \_\_\_\_\_ consecutive issues starting \_\_\_\_\_

Insert Order for \_\_\_\_\_ for \_\_\_\_\_ issue(s)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

AD Size: \_\_\_\_\_ Placement Request: \_\_\_\_\_

AD Copy:  Client to provide  In house  Other \_\_\_\_\_

Costs: \_\_\_\_\_+(Web) \_\_\_\_\_+ (additional charges) \$ \_\_\_\_\_ = total ad cost \$ \_\_\_\_\_

Contract Term Rate: \$ \_\_\_\_\_ Multiple Edition Discount Rate: \$ \_\_\_\_\_  Tear sheets  Full Copies

Payment Method  Cash  Check # \_\_\_\_\_  Trade  Invoice  Credit Card

Name on Credit Card \_\_\_\_\_  Visa  M/C  Discover  American Express

CC # \_\_\_\_\_ 3 digitals on back \_\_\_\_\_ Expires \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

Additional Information: \_\_\_\_\_

Advertising in Edition(s) \_\_\_\_\_

Sales Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Column Sizes:

1 column = 1.625" 2 column = 3.375" 3 column = 5.125"

4 column = 6.875" 5 column = 8.625" FULL PAGE: 10" x 11"

**Attention:** All Ads should include all elements of ad (tiffs, eps, fonts, etc.) or saved as a PDF. Ads and articles **MUST** be in by the 15<sup>th</sup> of the preceding month, failure to do so may cause your ad or article to not be placed for that month and still accrue the charges. Please send all ads (Full Color) and articles (Word Doc) to [ads@simplyseniorsnews.com](mailto:ads@simplyseniorsnews.com)

Our staff can build you a beautiful ad! (Free to all 12 month contracts.) There will be an additional charge for creating new ads or ads that must be rebuilt. Full-Color = \$175.00

**Guaranteed placements & right-side read are subject to additional charges**

**RATES (listed below are monthly)**  
*All rates are for FULL COLOR!*

Size:	<u>1 time</u>	<u>3 time</u>	<u>6-12 consecutive months</u>
1/4 pg (5.1251 x 5.5)	\$ 350.00 ea	\$275.00 ea	\$250.00 ea
1/3 pg (10 x 3.65) or (3.375 x 11")	\$ 400.00 ea	\$325.00 ea	\$300.00 ea
1/2 pg (10 x 5.5) or (5 x 11")	\$ 600.00 ea	\$375.00 ea	\$350.00 ea
Full Page (10 x 11") 10x11" (Ad plus article or full page ad)	\$ 750.00 ea	\$600 .00 ea	\$500.00 ea

*Rates effective 1 March 2010*

*Advertise in two or more editions and receive 20% off your second publication*

**Conditions:** All advertising orders accepted, are subject to the terms, provisions and rates on above rate card and require signatures on a *Simply Seniors* sales contract. The forwarding of an order by advertiser or advertiser's authorized representative is construed as an acceptance of all rates and conditions under which advertising is sold at the time.

**Payments & Cancellation Policies:** All *invoices are due and payable* upon receipt. Credit cards will be Billed Automatically on the 15<sup>th</sup> of each preceding month. Payment in advance of publications is required of all first time advertisers for at least the first three (3) months. Credit may then be extended upon approval through publisher (Action Marketing LLC). A **2.0% monthly late charge (24%APR) applies after 30 days of invoice date.** Advertiser will be responsible for all collection or attorney fees on delinquent accounts.

The advertiser has the right to cancel at any time with a thirty- (30) days written notice prior to publishing with no penalty, however the discount rates will be modified to closest term price if cancelled earlier than signed contract price.

**Terms:** All contracts are automatically renewed at end of term until written notice is received. All rates are based on consecutive month schedules. Frequency discounts are granted **only** to contract advertisers and are in no case retroactive. Publisher reserves the right to reject any ad or agreement.

*I agree to terms and conditions:*

**Fax** completed form to:

Print Name: \_\_\_\_\_

Action Marketing  
1-866-877-6930

Position/ title \_\_\_\_\_

Attention: *Simply Seniors*

Signature: \_\_\_\_\_

Website Link: \_\_\_\_\_

Action Marketing LLC \* 7835 South 2000 East \* South Weber, Utah 84405 \* (801) 589-3062 \* FAX 866-877-6930

# Simply Seniors

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Published by Action Marketing

**Contact your Local Area Manager today!**

**Salt Lake City - Victor Harris (801) 589-3062**

**Northern Utah - Shelly Bialcak (801) 589-2469**