

**"My business profile appeared in the July edition and I can honestly say that by July 2 it was paid for! I didn't even have to ask people where they were from. They'd jump out of the car and say, 'we saw your article in the Sr. Perspective. The story spread like wild fire! My business finished the month of July up 51% and it's flowing into August with a 47% increase in the first week alone!"**

*- Cindy Haffner, Country Consignments, Eagle Bend, MN*

# 2024 MONTHLY AD RATES

\$15.75/COLUMN INCH + BLACK/WHITE RATES + ADD 20% EXTRA FOR FULL COLOR ADS

Common Ad Sizes	1x	3x (5% off)	6x (10% off)	12x (15% off)
<b>2x2</b> (3.33" wide x 2" tall)	\$63.00	\$59.85	\$56.70	\$53.55
<b>2x3</b> (3.33" wide x 3" tall)	\$94.50	\$89.78	\$85.05	\$80.33
<b>2x4</b> (3.33" wide x 4" tall)	\$126.00	\$119.70	\$113.40	\$107.10
<b>2x5</b> (3.33" wide x 5" tall)	\$157.50	\$149.63	\$141.75	\$133.88
<b>2x6</b> (3.33" wide x 6" tall)	\$189.00	\$179.55	\$170.10	\$160.65
<b>2x7</b> (3.33" wide x 7" tall)	\$220.50	\$209.48	\$198.45	\$187.43
<b>3x2</b> (5.05" wide x 2" tall)	\$94.50	\$89.78	\$85.05	\$80.33
<b>3x3</b> (5.05" wide by 3" tall)	\$141.75	\$134.66	\$127.58	\$120.49
<b>3x4</b> (5.05" wide by 4" tall)	\$189.00	\$179.55	\$170.10	\$160.65
<b>3x5</b> (5.05" wide by 5" tall)	\$236.25	\$224.44	\$212.63	\$200.81
<b>3x6</b> (5.05" wide by 6" tall)	\$283.50	\$269.33	\$255.15	\$240.98
<b>3x7</b> (5.05" wide x 7" tall)	\$330.75	\$314.21	\$297.68	\$281.14
<b>4x3</b> (6.8" wide by 3" tall)	\$189.00	\$179.55	\$170.10	\$160.65
<b>4x4</b> (6.8" wide by 4" tall)	\$252.00	\$239.40	\$226.80	\$214.20
<b>4x5</b> (6.8" wide by 5" tall)	\$315.00	\$299.25	\$283.50	\$267.75
<b>4x6</b> (6.8" wide by 6" tall)	\$378.00	\$359.10	\$340.20	\$321.30
<b>4x7</b> (6.8" wide by 7" tall)	\$441.00	\$418.95	\$396.90	\$374.85
<b>4x8</b> (6.8" wide by 8" tall)	\$504.00	\$478.80	\$453.60	\$428.40
<b>4x9</b> (6.8" wide by 9" tall)	\$567.00	\$538.65	\$510.30	\$481.95
<b>4x10</b> (6.8" wide by 10" tall)	\$630.00	\$598.50	\$567.00	\$535.50
<b>6x4</b> (10.25" wide by 4" tall)	\$378.00	\$359.10	\$340.20	\$321.30
<b>6x5</b> (10.25" wide by 5" tall)	\$472.50	\$448.88	\$425.25	\$401.63
<b>6x6</b> (10.25" wide by 6" tall)	\$567.00	\$538.65	\$510.30	\$481.95
<b>6x7</b> (10.25" wide by 7" tall)	\$661.50	\$628.43	\$595.35	\$562.28
<b>6x8</b> (10.25" wide by 8" tall)	\$756.00	\$718.20	\$680.40	\$642.60
<b>6x9</b> (10.25" wide by 9" tall)	\$850.50	\$807.98	\$765.45	\$722.93
<b>6x10</b> (10.25" wide by 10" tall)	\$945.00	\$897.75	\$850.50	\$803.25
<b>6x15</b> (10.25" wide by 15" tall)	<del>\$1,417.50</del>	<del>\$1,346.63</del>	<del>\$1,275.75</del>	<del>\$1,204.88</del>
(Discounted Rate)	\$1,217.50	\$1,146.63	\$1,075.75	\$1,004.88

## WHY ADVERTISE IN THE SENIOR PERSPECTIVE?

### High Readership = High Traffic

What do we have that others do not? Pure numbers and a faithful bunch of readers. Our readership has grown each year since Senior Perspective was formed in 1993. Today, we have an estimated readership of about 152,000 and our paper is picked up at more than 3,200 locations.

Our readers increase every month as more people discover our publication. The high readership translates directly to a high response and high traffic to the advertisements.

It's a win, win for readers and advertisers!

### "Best Bang for your Buck"

The rates for advertising in the Senior Perspective are affordable. We have often been told by businesses that our ads give them the "best bang for their buck." Try this – take our rates and our readership numbers and compare them with any other publication. Then you will know exactly what we are talking about.

### Reaching the perfect niche

The average age of our readers is about 60 years old with more than 70% of our readers falling in the 45-75 age range. And it is a loyal group. Many will go out of their way to support the businesses that support the Senior Perspective.

1/8" Page

1/4 Page

Half Page

\$200 off Full Page!

For COLOR ads, just add 20% to the black/white rate printed above.

Run ad in more than one edition and receive 30% off the ad in each edition it runs after the first edition. The 30% is taken from the discounted rate of the first ad.

*Sr. Perspective*

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