

"We don't do much advertising but the little we do is done with the Sr. Perspective newspaper and its cookbook. We also get huge response from the business profile we do each year."

- William Meierhofer, Wild About Birds, Waite Park

AD RATES

\$10.50/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)
2x2 (3.33" wide x 2" tall)	\$42.00	\$39.90	\$37.80	\$35.70
2x3 (3.33" wide x 3" tall)	\$63.00	\$59.85	\$56.70	\$53.55
2x4 (3.33" wide x 4" tall)	\$84.00	\$79.80	\$75.60	\$71.40
2x5 (3.33" wide x 5" tall)	\$105.00	\$99.75	\$94.50	\$89.25
2x6 (3.33" wide x 6" tall)	\$126.00	\$119.70	\$113.40	\$107.10
2x7 (3.33" wide x 7" tall)	\$147.00	\$139.65	\$132.30	\$124.95
3x2 (5.05" wide x 2" tall)	\$63.00	\$59.85	\$56.70	\$53.55
3x3 (5.05" wide by 3" tall)	\$94.50	\$89.78	\$85.05	\$80.33
3x4 (5.05" wide by 4" tall)	\$126.00	\$119.70	\$113.40	\$107.10
3x5 (5.05" wide by 5" tall)	\$157.50	\$149.63	\$141.75	\$133.88
3x6 (5.05" wide by 6" tall)	\$189.00	\$179.55	\$170.10	\$160.65
3x7 (5.05" wide x 7" tall)	\$220.50	\$209.47	\$198.45	\$187.42
4x3 (6.8" wide by 3" tall)	\$126.00	\$119.70	\$113.40	\$107.10
4x4 (6.8" wide by 4" tall)	\$168.00	\$159.60	\$151.20	\$142.80
4x5 (6.8" wide by 5" tall)	\$210.00	\$199.50	\$189.00	\$178.50
4x6 (6.8" wide by 6" tall)	\$252.00	\$239.40	\$226.80	\$214.20
4x7 (6.8" wide by 7" tall)	\$294.00	\$279.30	\$264.60	\$249.90
5x4 (8.5" wide by 4" tall)	\$210.00	\$199.50	\$189.00	\$178.50
5x5 (8.5" wide by 5" tall)	\$262.50	\$249.38	\$236.25	\$223.13
5x6 (8.5" wide by 6" tall)	\$315.00	\$299.25	\$283.50	\$267.75
6x5 (10.25" wide by 5" tall)	\$315.00	\$299.25	\$283.50	\$267.75
6x7 (10.25" wide by 7" tall)	\$441.00	\$418.95	\$396.90	\$374.85
6x15 (10.25" wide by 15" tall)	\$945.00	\$897.75	\$850.50	\$803.25
(Discounted Rate)	\$845.00	\$797.75	\$750.50	\$703.25

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 190,000 and our paper is picked up at more than 3,200 locations. And that number increases 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.

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

Run ad in one, two, three or all of the other editions and receive 30% off the ad in each edition it runs. The 30% is taken from the discounted rate of the first ad.

Sr. Perspective

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1/8th Page

1/4th Page

Half Page

\$100 Off Full Page!