

# Advertising in the Lincoln 55+ Seniors Paper (55+)

Effective 4-2-2016

Please consider using the Lincoln 55+ Seniors Paper to promote your business. Lincoln 55+ has a loyal audience that would appreciate knowing about your services.. You pay no postage to deliver your ad and our paper is picked up only by people who want to read it. No waste!

## Rate Sheet

**Audience:** Seniors - Retired, nearing retirement (55+) and their families.

**Purpose:** We publish our Quarterly paper to Educate, Inform, Inspire and sometimes Amuse our readers. Your ads will help us Educate and Inform our readers.

**Distribution:** **16,000 Lincoln 55+ Seniors Papers** are distributed in and around Lincoln, Nebraska. Our reach is an Estimated 25,000 readers. Typical spoilage is below 1% each issue. All papers are picked up by our willing readers. We do not waste any copies on mass mailings.

**Cost Per Point of Contact** - Standard color ad. \$450 / 25,000 readers = 1.8 Cents per view.

**You can find the Lincoln 55+ Seniors Paper in over 250 locations in Lincoln** including many Churches, Restaurants, Coffee shops, small Businesses, Health Care Offices, Libraries, Fitness Centers, Churches, Retirement Communities, Educational Institutions, Museums, Grocery Stores, and Real Estate Offices. 55+ is stocked in most Super Saver and HiVee Locations and the Russ' Grocery store at 17th and Washington.

**Ideal Grocery on South 27th** stocks larger quantities of 55+ papers for pick up by members of churches and local organizations.

## Ad Rates:

	size	open	Contract (20% off with Multiple placements per year)
Full Page	160 sq. in.	\$1200	<b>\$960</b>
Double	60 sq. in.	\$750	<b>\$600</b>
<b>Standard</b>	30 sq. in.	\$500	<b>\$400 (Our most popular ad)</b>
Half size	15 sq. in.	\$330	<b>\$264</b>

**10% reduction** on base price for non-profit organizations

**Add Color?** - \$120 extra for full page ads. \$60 extra for all other ads.

## Ad Sizes:

	Width x Height
Full Page	160 sq. in. – 10" x 16" tall
Double (Horizontal)	60 sq. in. – Horizontal – 10" x 6"
<b>Standard (Vertical)</b>	<b>30 sq. in. – Vertical – 5" x 6" tall</b>
Half size	15 sq. in. – Horizontal – 5" x 3"
1/8 – Vertical	2.5 " x 6"

## **Event Ads:**

**50% reduction off the open ad rates for dated events and political campaign ads.**

Double \$375

Standard **\$250** - Our most popular event ad.

Half-size \$165

**Add \$50 for color on any size.**

Full Page Not offered with an event ad discount.

Event ads can tell your story - **Text Only** - \$.50 per word - \$40 minimum. 10 point font.

Payment in advance required.

**Optional** - **\$12 annual subscription** to assure delivery of physical ad copy tear sheets.

Electronic files can be provided if needed.

## **Ad Space Placement**

**Due Dates listed** - Call if you need more time.

**Deadline is about 14 days later.** (Please email or call if you expect to be late.)

<b>Spring</b>	<b>March through May</b>	<b>Due date is February 10<sup>th</sup></b>
<b>Summer</b>	June through August	Due date is <b>May 10<sup>th</sup></b>
<b>Fall</b>	September through November	Due date is <b>August 10<sup>th</sup></b>
<b>Winter</b>	December through February	Due date is <b>November 10<sup>th</sup></b>

**Publishing date** is usually the **First Friday after** the weekends of Memorial Day, (Summer)Labor Day, (Fall) Thanksgiving, (Winter) and usually the Friday after March 1st for the Spring issue.

**A Business card sized Ad** runs \$250 for the full year – four issues. 3.2” wide by 2 “ tall - full**Color**. Payment in full is required on the first issue.

**A Text Only, Classified Listing** of up to 30 words (no graphics) is \$200 for the full year or **\$70 for a one time placement.**

Additional words are \$3 per word for the full year or \$1 per word for a single issue.

Payment in full is required on the first issue.

\$70 refund if an item is sold with the first issue of a full year listing

and notification is received prior to the Due date (10th of the month) before the next issue.

Prorated refund for extra words.

**To place an Ad, we need to know what you want:**

1. **Ad Size or type and dimensions. See above**
2. **Repetitions - up to 4 times per year**
3. **Do you want color? Yes / No**
4. **Billing address and phone– for the records**
5. **Email address for the invoice** – Invoices are delivered in pdf format.
6. **A copy of your ad** or instructions for building an ad. \$25 per hour.

Phone: **(402) 742-0132** PO Box 94755, Lincoln NE 68509

Thanks for thinking of the Lincoln 55+ ***Our History, Our Future, Our Experience***

**Advertising rates** at <http://www.Lincoln55Plus.com> **Additional Stories at** - <http://lincoln55plus.org/>

Tax ID - 204636650 *Late fees accrue monthly after 45 days.*