

# Advertising in the Lincoln 55+ Seniors Paper

## 55+ Motto – Our History, Our Future, Our Experience

Please consider placing your trust in the Lincoln 55+ Seniors Paper to promote your business. Lincoln 55+ has a loyal audience that would appreciate knowing about your services. Your company ad will reach our senior audience without the added cost of postage. Each copy is picked up by people who want to read it. No mass mailing and no wasted ad copy!

## 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 and stories will help Educate and Inform our readers about your business.

**Distribution:** 16,000 copies of the Lincoln 55+ Seniors Paper are distributed in and around Lincoln, Nebraska. Our reach is an estimated 25,000 readers. 99% + issues are picked up by our willing readers. We do not waste any copies on mass mailings. Cost per Point of Contact for a Standard color ad: \$460 / 25,000 readers = 1.8 Cents per viewer.

**Readers find the Lincoln 55+ Seniors Paper in over 250 locations** including many Churches, Retirement Communities, Grocery Stores, Restaurants, Coffee shops, Small Businesses, Health Care Offices, Libraries, Fitness Centers, Educational Institutions, Museums, and Real Estate Offices. Rack locations include most Russ', Super Saver and HyVee Locations as well as the Golden Corral and Perkins.

**Quantities** -Russ' Grocery Store at 17<sup>th</sup> and Washington Streets stocks larger quantities of 55+ papers for pick up by members of churches and local organizations.

## Ad Rates:

Style	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>
Standard	30 sq. in.	\$500	<b>\$400 (Our most popular ad)</b>
Half size	15 sq. in.	\$330	<b>\$264</b>

**Non-profit organizations- 10% reduction off**

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

## Ad Sizes:

Style	Value - Width x Height
Full Page	160 sq. in.– 10" x 16" tall
Double	60 sq. in. – 10" x 6" tall or 5" by 12" tall
Standard	30 sq. in.– 5" wide x 6" tall
Half size	15 sq. in. – 5" x 3" tall or 2.5 by 6" tall

**Special - Event Ads:** We offer a 50% reduction off the open ad rates for dated events and political campaign ads. Add \$60 for color on any size.

Double	\$375
Standard	\$250 – Our most popular event ad.
Half-size	\$165
Full Page	Not offered with an event ad discount

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

**A Business card sized Ad** runs \$250 for the full year – four issues. About \$60 per issue. 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 text is \$3 per word for the full year or \$1 per word for a single issue. Payment in full is required on the first issue. To encourage full year placement, we offer a \$70 refund if an item is sold with the first issue. Notification of sale must be received prior to the Due date (10th of the month) before the next issue. (Prorated refund for extra words.)

## Ad Space Placement

**Due Dates** listed-Spring (March - May) Due date is February 10th --- Summer (June – August) Due date is May 10<sup>th</sup> --- Fall (September – November) Due date is August 10<sup>th</sup> --- Winter (December through February) Due date is November 10th

**Deadline:** is usually 14 days **after** the due date. (Please call or email or call if you expect to be late.)

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

**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 logo file and instructions for building your ad. Cost is about \$25.

Ad copy can be sent to [info@lincoln55plus.com](mailto:info@lincoln55plus.com) as a jpeg, tiff or pdf file. TIF is preferred. **Please do not use registration black** as it should never be used to replace true black coloring. If you need help with your ad design, please make inquiries as soon as possible.

**Lincoln 55+** Phone: **(402) 742-0132** PO Box 94755 Lincoln NE 68509 **Thanks for thinking of the Lincoln 55+. Our History, Our Future, Our Experience!** For your records - Tax ID - 204636650. **Late fees accrue monthly after 45 days.**

