

THE SENIOR ADVOCATE

www.thesenioradvocate.org



DEADLINE OCTOBER 15th 2018
Advertising Rates Winter/Spring 2019 Edition

ALL ADS ARE LISTED AND LINKED ON www.thesenioradvocate.org	PRICE
FULL PAGE AD + Featured Online Web Presence (5" width x 8" height)	\$1500
FULL <u>INSIDE BACK COVER</u> PAGE + Featured Online Web Presence (5" width x 8" height)	\$2200
FULL <u>INSIDE FRONT PAGE</u> + Featured Online Web Presence (5" width x 8" height)	SOLD
FULL <u>BACK OUTSIDE COVER</u> + Featured Online Web Presence (5" width x 8" height)	\$2400
FULL <u>PAGE A/ INFORMATIVE ARTICLE W/ PRIME TAG LINE ON FRONT COVER</u> + Featured Online Web Presence (5" width x 8" height) (ONLY FOUR SPOTS AVAILABLE)	\$1800
HALF PAGE AD + Featured Online Web Presence (5" width x 4" height)	\$800
QUARTER PAGE AD + Featured Online Web Presence (5" width x 2.25" height)	\$600

PLEASE RETURN A SIGNED CONTRACT FILLED OUT ENTIRELY AND MAIL EMAIL OR FAX BACK WITH PAYMENT

Payment

Payment must be made before going to print

Credit Cards now accepted on <https://thesenioradvocate.org/advertise/>

or

**MAKE CHECK PAYABLE TO:
Senior Housing Advisors, Inc
11 Wittridge Road
Ronkonkoma NY 11779
FAX 631-588-3180**

COMPANY _____ AD SIZE _____

CONTACT PERSON: _____

ADDRESS: _____

EMAIL _____ PHONE _____ FAX _____

ACCEPTED AND AGREED: _____ DATE: _____



The good life is one inspired by love and guided by knowledge

The following agreement spells out the terms and conditions.

Copy & Changes: Once your PDF file is submitted our designer will place your ad in the proof. A copy of the ad will be sent to you for approval via email. Once we receive your approval of the camera-ready copy, there can be no changes. We will try to correct all errors on ad copy during the proofing process, but we will not assume liability for mistakes not caught by the client during the client's proofing process. If provided advertising material is not the **exact specifications**, we will not be liable for variances between provided material and its appearance in the published product.

SPECIFICATIONS: We would prefer PDF's. They usually have good resolution. If you prefer JPEGs, it should be 300 DPI, if they are not then they could look pixilated. Ads are in full color (4-color). No Pantone or spot colors please.

ART DIMENSIONS:

Width=pixels; Height=pixels

File Size: 400k max – flash up to 2mb

Format: GIF/JPG/FLASH

Resolution: 300dpi min

ABOUT THE SENIOR ADVOCATE

No. Issues per Year: 2 (Winter) (Summer)

Circulation in Print copy: 60,000 COPIES PER YEAR

Circulation & Markets Information: Distributed throughout Nassau and Suffolk Counties including but not limited to all hospitals, rehab centers, senior centers, libraries, doctors offices, 55+ communities , churches and synagogues, senior groups and clubs and numerous elected officials

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