

Senior Connections

The leading Senior magazine in Nevada.

Each month Senior Connections highlights the **people, information** and **activities** that are most relevant to Las Vegas Seniors.

Distribution - 30,000 copies per month

Senior Connections is mailed to every home in the following 55+ communities:

Siena, Solera Anthem, Sun City Anthem, Sun City Alliante, Sun City MacDonald Ranch, Sun City Summerlin.

Senior Connections pays to be distributed complimentary at:

Alberstons/SavOn Pharmacy, Whole Foods, Walmart, Walmart Neighborhood Markets, CVS @ Sun City Summerlin and Seven Hills.

Senior Connections is also available at dozens of:

Libraries, Senior Centers, Doctors Offices, Restaurants, Senior Living Communities, Casinos, Senior Expos, Health Fairs, etc.



VALUE ADDED COVERAGE

Senior Connections offers unmatched editorial opportunities, social media outreach and organic online SEO.

2014 ADVERTISING RATES

(Rates are per issue)

| | 12x | 3x | Open |
|-------------------------------|--------|--------|--------|
| Two Page Spread..... | \$3200 | \$3700 | \$4200 |
| Full Page..... | \$2395 | \$2895 | \$3200 |
| 2/3 Page..... | \$1995 | \$2395 | \$2895 |
| 1/2 Page..... | \$1495 | \$1995 | \$2395 |
| 1/3 Page..... | \$1195 | \$1495 | \$1995 |
| 1/4 page..... | \$795 | \$1195 | \$1495 |
| 1/6 page..... | \$595 | \$795 | \$1195 |
| 1/8 page..... | \$350 | \$595 | \$795 |
| Classified Ad..... | \$85 | \$100 | \$150 |
| Senior Housing Map Listing... | \$85* | | |

* (Listing also runs online every month. Great for SEO!)

“Senior Connections is the most effective advertising we have ever done. We got an immediate response.”

---Joyce DeHaas
Homestead At Boulder City

MONTHLY FEATURES

- Senior Event Calendar
- Live Entertainment Previews
- Dr. Herb Randall
- Sandy Runkle
- Restaurant Review
- Senior Housing Map
- Classified Ads

ADVERTISING DIMENSIONS

Two Page Spread
15.75x9.375"

Full Page
7.375x9.375"
Trim: 8.375x10.875"
Bleed: 8.625x11.125"

2/3 Page Square
7.375x7.0"

2/3 Page Vertical
4.875x9.375"

1/2 Page Horizontal
7.375x4.625"

1/2 Page Vertical
4.875x7.000"

1/3 Page Square
4.875x4.625"

1/3 Page Vertical
2.375x9.375"

1/4 Page 3.625x4.625"

1/4 Page Horizontal
7.375x2.250"

1/6 Page Vertical
2.375x4.625"

1/6 Page Horizontal
4.875x2.250"

1/8 Page
3.625 x 2.250"

CLASSIFIED AD
up to 35 words

DEADLINE: 15th of month
FILE FORMAT: PDF or JPG
@300 DPI

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