

Better Senior Living

Better Senior Living is the monthly publication of the Senior Resource Center for Douglas County. This niche publication targets everyone in the second half of life with news, advice, events, opinions, classes, opportunities, and columns of interest to seniors.

Advertising to seniors is smart!

The senior population in Douglas County is one of the fastest growing groups in the state, with a growth rate of 24% since 2010. This population is projected to continue growing with total seniors in Douglas County reaching over 24,000 by 2020. **The "senior tsunami" is here!**

Better Senior Living is distributed to seniors and their families throughout the county, in print, in email blasts, and online through www.YourSRC.org.

The publication is also delivered free to numerous partner locations in Lawrence, Baldwin City, Eudora, and Leocompton. Our monthly reach is growing, with current readership averaging 4,500 readers per month between print and digital subscriptions, area distribution, and online readers.

Better Senior Living is GROWING!

Since May 2017, BSL has expanded from 16 to 24 pages, including additions of new columns, community specific event listings, and special issues planned for 2018. **Better Senior Living** will help you reach seniors in Douglas County and the families who care for them!



2018 ADVERTISING RATES

Ad Size	Dimensions	1X	6X	12X	NEW COLOR 1X	NEW COLOR 12X
Full Page	7.75" X 10"	\$160	\$850	\$1,500	\$250	\$2,400
Half Page	7.75" X 4.875" or 3.75" x 10"	\$125	\$600	\$1,025	\$165	\$1,700
Third Page	7.75" x 3.25 or 2.4375" x 10"	\$80	\$450	\$840	Call to inquire.	Call to inquire.
Quarter Page	3.25 X 4.5 inches	\$60	\$325	\$600	\$125	\$1,140
Business Card	3.75" x 2.375"	\$45	\$240	\$425	\$75	\$750

Rates as of August 1, 2018

SPACE DEADLINES: Deadline to reserve ad space is the 1st Friday of the month before the month's issue featuring the ad.

MATERIALS DEADLINES: Deadline for materials is the 2nd Friday of the month before the month's issue featuring the ad. SRC reserves the right to publish materials from the previous issue if new materials have not been received at the time of publication.

AD FORMATS: Ads must be press quality resolution and submitted as PDF or JPG files to bnsmith@allenpress.com.

PAYMENT: All billing and payment arrangements must be made through Allen Press. Contact Kathy Lafferty at klafferty@allenpress.com.

SALES CONTACTS

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Better Senior Living is published by the Senior Resource Center for Douglas County.

For information regarding editorial content or other issues, contact Michelle Meier, Director of Community Engagement, at mmeier@YourSRC.org

Senior Resource Center for Douglas County is a 501(c)3 tax-exempt nonprofit organization.

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