

Lincoln 55+ Seniors Paper

The Quarterly Guide for Adults

- ADVERTISING -



The **Lincoln 55+ Seniors Paper** is an independent, locally owned quarterly publication targeted for Lincoln's active adult market. The paper includes a wide variety of articles and ads designed to showcase products, services, and activities meaningful to any active adult but especially targeted for those nearing retirement and retired.

What's Inside?? - Large Type for Easy Reading!

- A front cover featuring **color photos or artwork** produced locally. We strive to encourage active participation of older artists, poets, and writers by publishing their materials.
- **Articles of LOCAL interest** covering topics such as special events, health, hobbies, investing, travel, grandchild ideas - issues that affect those 55+ in a POSITIVE way. And we host a listing of businesses that offer a senior's Discount.
- A complete four page **Calendar of Events** section informing folks about all the great things to do and see in and around the Lincoln area during the three months. Look for Events, Music, Performing Arts, Entertainment, Gallery shows, Health events, Lectures, Museums, Churches, Clubs, Festivals, and Sports. Lincoln 55+ is a guide for the entire three months so your advertising will be seen many times.

Printing & Distribution - Lincoln 55+ prints 14,000 copies quarterly in the spring, summer, fall, and winter. Distribution spans the first two months and includes 400-plus traffic locations in Lincoln. Included are all the usual 55+ Hang-outs: grocery stores, discount chains, restaurants, retirement homes, senior centers, dentist & doctor offices, golf courses, etc. Lincoln 55+ is also available in the bright red Lincoln Free Publication Association rack systems located throughout Lincoln. Howard's Pantry in Van Dorn Plaza stocks extra copies for church volunteers to deliver to their senior members in their church.

--- Lincoln 55+ was started Spring of 1999! Here's what a few advertisers have to say about the publication:??"This has been one of our best advertising sources, we cut a lot advertising this last year but absolutely wanted to keep Lincoln 55+!" ---

--- "Lincoln 55+ is my most effective source of advertising. I get results!" ---

Ad Rates: *	1x	2x	3x	4x
Full Page	\$900	\$855	\$810	\$720
Half Page	\$600	\$570	\$540	\$480
Quarter	\$400	\$380	\$360	\$320
Eighth	\$250	\$237	\$225	\$200
Incentive Value		-5%	-10%	20%

*** additional 10% reduction for non-profits**

Ask about business card ads.

Ad Sizes	Width x Height
Full Page	10" x 12.5"
1/2 Horizontal	10" x 6.2"
1/2 Vertical	5.0" x 12.5"
1/4 Vertical	5.0" x 6.2"
1/8 Horizontal	5.0" x 3.0"
1/8 Vertical	2.5" x 6.2"

Issue -

Summer - (June - August)
 Fall ----- (September - November)
 Winter ----(December - February)
 Spring --- (March – May)

Ad Space Due Dates

May 10th
August 10th
November 10th
February 10th

- Guaranteed placement is available with full payment at time of space reservation.
- Payment is due with camera-ready ad, unless otherwise arranged. (Camera-ready means the ad is correct size and in digital format, (PDF, TIFF) with embedded fonts or Quark files with screen, post script fonts and graphics.)
- Ad preparation services are available at \$25 per hour including design, typesetting and camera work. Half tones should be at 100-line screen.

* Advertising is accepted at the discretion of the Publisher.

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