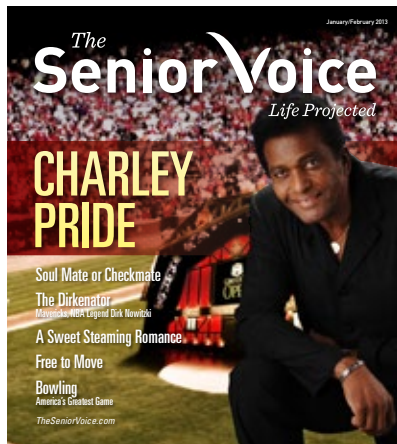
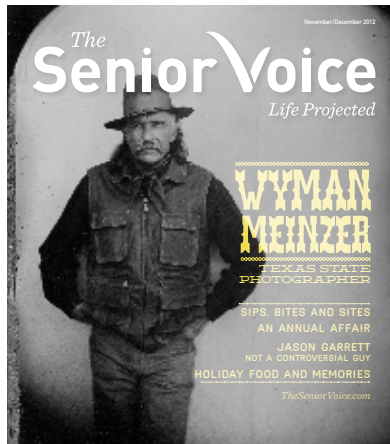


# Senior Voice Media Kit 2014



## Mission Statement

*The Senior Voice* provides a vital connection between our aging community and the senior advocates and business leaders who serve it. We create a platform where experts on aging exchange information and guidance on current trends and available resources. *The Senior Voice* celebrates individuality, while exploring and embracing our common unity.

## Publication Overview

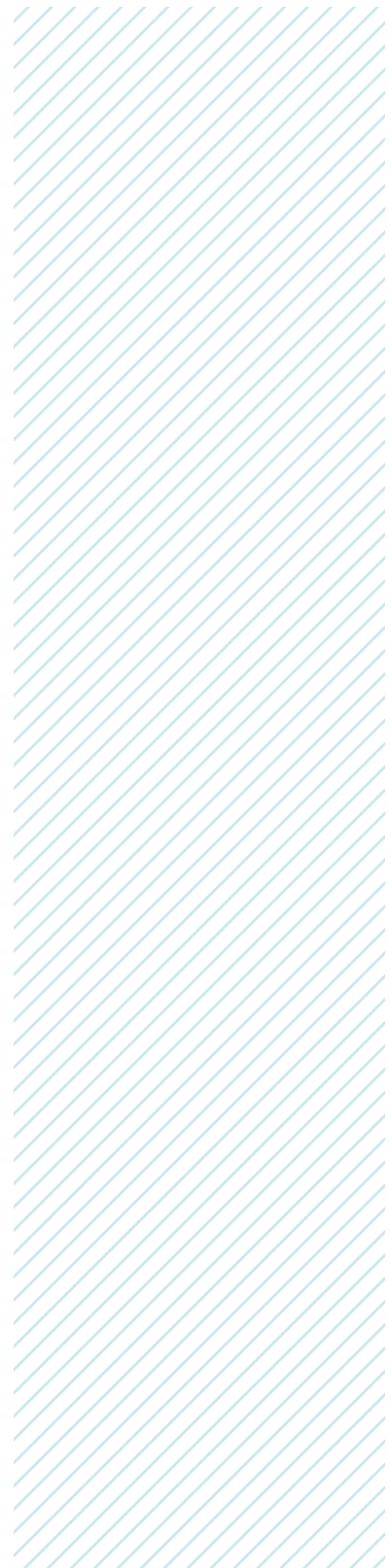
*The Senior Voice* is an advocate for the creative process of growing older. Growing older can be an amazing journey. We provide a place to delve more deeply into discussions between generations and bring to the table topics such as raising grandchildren, financial security and downsizing.

We inform with current trends and resources, amuse with poetry and short stories, and entertain with arts, events and iconic profiles. Lastly, we inspire our readers to age with gusto, enthusiasm, grace and fearlessness.

*The Senior Voice* enters into its eleventh year with a circulation of 30,000 copies six times a year. Beyond our print deliveries, many of our readers join us on-line for each issue.

Our content is locally written and contributed by North Texans, whose stories and experiences capture and reflect the essence of our community. We connect with readers who are educated and influential; progressive and inspiring.

*The Senior Voice* is building a community—a community of thought, expression and wisdom. That community, when filled with our voices, forms a chorus for celebration.



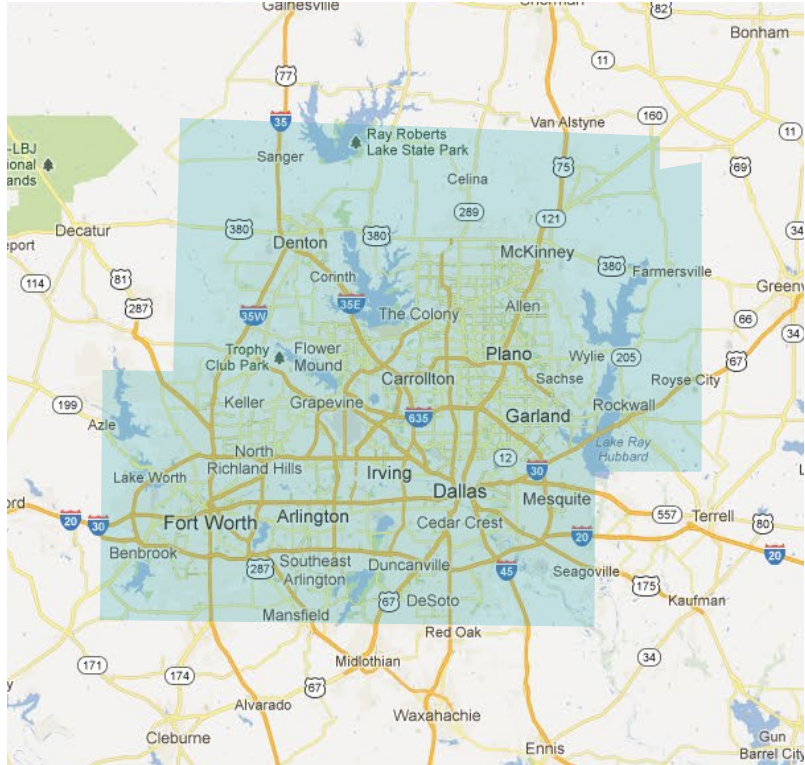
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## Circulation- Newstands

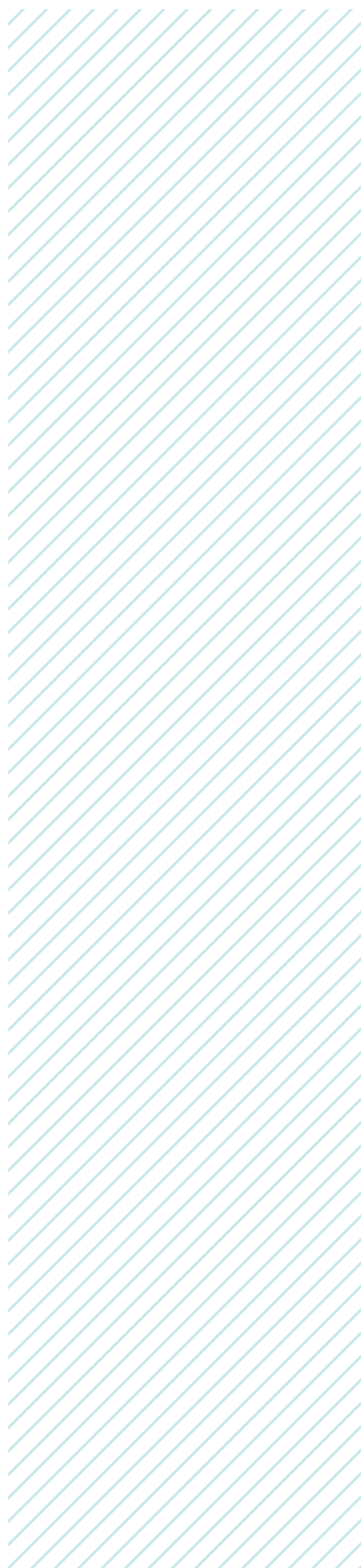
### North and East Texas

30,000 Copies-Delivered 6 Times A Year

### Dallas, Denton, Collin, Rockwall, and Tarrant Counties:

Addison, Allen, Arlington, Bedford, Carrollton, Cedar Hill, Coppell, Dallas, Denton, Desoto, Duncanville, Euless, Farmers Branch, Frisco, Flower Mound, Garland, Grand Prarie, Grapevine, Hurst, Irving, Keller, Lancaster, Lewisville, Mansfield, McKinney, Mesquite, North Richland Hills, Plano, Richardson, Roanoke, Rockwall, Rowlett, Southlake, Trophy Club, and Westlake.





## Advertising Rates 2014 (per issue)

| Full Color    | 1x    | 3x   | 6x   |
|---------------|-------|------|------|
| Full Page     | 3135  | 2935 | 2700 |
| ½ Page        | 1900  | 1725 | 1600 |
| ¼ Page        | 900   | 825  | 795  |
| ⅛ Page        | 660   | 585  | 495  |
| Business Card | \$150 |      |      |

### Black & White Costs - 5% Discount

Outside back cover 4000

### Insert Rates Upon Request Prices are non-commissionable

#### Payment

Check, Visa, MasterCard

**Advertising Terms:** Full payment must accompany the first insertion and all insertions thereafter unless other payment arrangements have been made in writing.

**Advertising Proofs:** When advertisers change their ad copy, a proof of the ad will be faxed or e-mailed to the contact person on file. If time is at a premium, the Publisher will use his/her best judgment as to the accuracy of the ad based on information furnished by the advertiser. It will be the advertisers' responsibility to fax, e-mail or call with any last minute changes. This must be done immediately. After 24 hours we will assume that the advertiser has reviewed the design, content and layout of the ad and verified that no typographical errors appear. The ad will appear as was faxed or emailed.

**Compensation:** If errors are discovered after the magazine has gone to press, *The Senior Voice* will not be held responsible for said errors. *The Senior Voice* provides the advertiser with proofs of ad copy prior to printing, therefore it is their responsibility to notify our office of any corrections and/or copy changes in advance of press time.

**Contract Responsibility:** All advertisers assume full responsibility to mail, fax or phone all copy changes in by each deadline date. If new copy has not been received by the deadline, your previous ad will be repeated as published in the previous issue.

## Advertising Specifications

| <b>Ad Sizes (inches)</b> | <b>Width</b> | <b>Height</b> |
|--------------------------|--------------|---------------|
| Full Page                | 10.375       | 10.9          |
| ½ Page Horizontal        | 10.375       | 5.35          |
| ½ Page Vertical          | 5.1          | 10.9          |
| ¼ Page                   | 5.1          | 5.35          |
| ¼ Page Horizontal        | 10.375       | 2.575         |
| ¼ Page Vertical          | 2.4625       | 10.9          |
| ⅛ Page Horizontal        | 5.1          | 2.575         |
| ⅛ Page Vertical          | 2.4625       | 5.35          |
| ⅙ Page                   | 2.4625       | 2.575         |

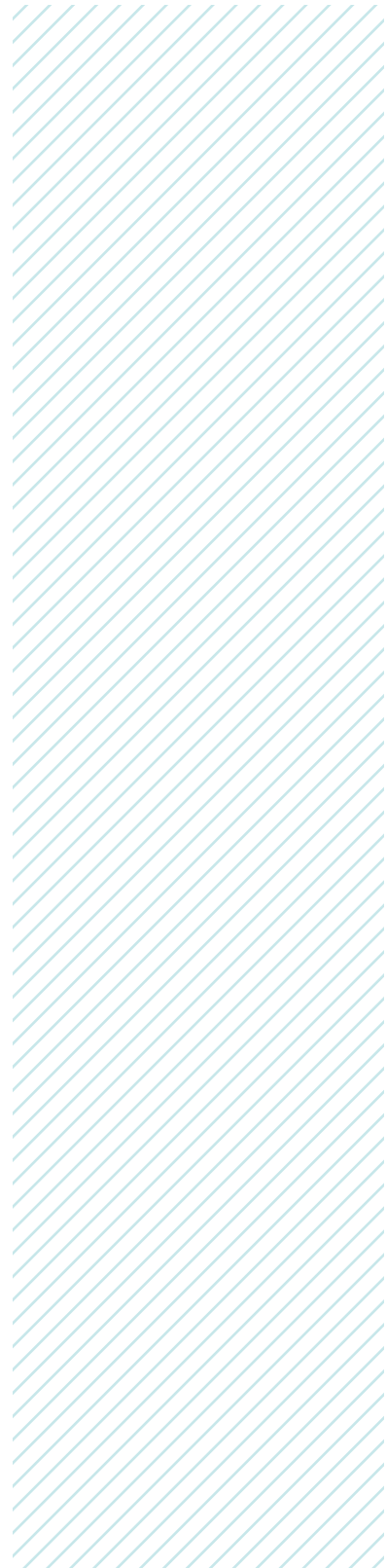
### Digital File

*The Senior Voice* offers in-house design services for an extra \$45 charge. Note that all ads designed by our in-house department or changes to vector and embedded files must be booked one week prior to the closing date. No change orders after closing dates. Please submit artwork CMYK, 300 dpi only in one of the following formats: PDF, TIFF, EPS or JPEG. Submit digital files by email: [cbutler@theseniorvoice.com](mailto:cbutler@theseniorvoice.com)

| <b>Website Ad Sizes (pixels)</b> | <b>Width</b> | <b>Height</b> |
|----------------------------------|--------------|---------------|
| Leaderboard Banner Ad            | 728          | 90            |
| Bottom Banner Ad                 | 468          | 60            |
| Sidebar Ads                      | 300          | 250           |

### Advertising Deadlines

|                   |             |
|-------------------|-------------|
| January/February  | <b>12/5</b> |
| March/April       | <b>2/5</b>  |
| May/June          | <b>4/5</b>  |
| July/August       | <b>6/5</b>  |
| September/October | <b>8/5</b>  |
| November/December | <b>10/5</b> |



## Testimonials

Thank you so much for your wonderful periodical. The response to our advertisement we placed in *The Senior Voice* has been great and has helped us assist seniors in attaining a better quality of life. Many new customers have come to our storefront to purchase the comfort products we offer along with the assistive technology items we carry. Your magazine has let folks know about one of the best kept secrets in Fort Worth!!

**Muriel Anne Buie**  
*Director of Marketing – Compu TTY / Krown Manufacturing / Sheepskin Ranch*

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Your publication is superlative and so honoring to all! It is so uniquely well done and written so kindly and thoroughly that I wish all newspapers could learn from you, so that NEWS would be more like it was originally meant to do – bring us all together in community-COME UNITY, from North, East, West, South = NEWS!.

**Marilyn Patrice Fleming**  
*Owner – Live Well Solutions*

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*The Senior Voice* is an exceptional publication that speaks directly to our target audience. The quality product they produce educates, informs and entertains seniors and their families across the metroplex. Professionally, advertising in *The Senior Voice* has expanded our reach across three counties and personally, I couldn't do it without the assistance of Carol and Linda (two great women advocating for seniors and businesses). Thank you for consistently providing a fabulous resource!

**Julie Preston**  
*Metroport Meals On Wheels*

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When I want to know what is happening in the senior arena, I turn to *The Senior Voice*. The calendars are always up to date and replete with great events – social, cultural and educational. I also enjoy being inspired by the poetry and prose and the focus on POSITIVE energy! We seniors have such a variety of interests and passions, and *The Senior Voice* seems to touch on almost all of them. Keep up the great work!

**Linda M. Ross**  
*Director of Elder Support – The Senior Source*