

Seniors' Guide



ADVERTISING RATES

DISPLAY ADVERTISING	CASUAL	2X	4X
Full page	\$7,000	\$6,500	\$6,000
Double page spread page	\$12,000	\$11,000	\$10,000
Half page horizontal	\$4,000	\$3,500	\$3,000
Half page vertical	\$4,000	\$3,500	\$3,000
Third page Vertical	\$3,000	\$2,750	\$2,500
Quarter page	\$2,500	\$2,250	\$2,000

PREMIUM POSITIONS	CASUAL	2X	4X
Gatefolds	\$16,750	\$15,500	\$13,500
Inside front cover page	\$8,500	\$8,000	\$7,500
Inside front cover DPS	\$14,000	\$13,000	\$12,000
Inside back cover page	\$7,500	\$7,000	\$6,500
Outside back cover	\$8,500	\$8,000	\$7,000

DIRECTORY LISTINGS	CASUAL
3 lines	\$220
5 lines	\$350

PREMIUM LISTINGS	CASUAL
First in sub-category	\$750
Second in sub-category	\$650
Third in sub-category	\$550

(Premium listings are highlighted and are in larger font)

INSERTS	2PP	4PP	8PP	12PP	16PP
Per 000	\$75	\$110	\$150	\$180	\$210