

Council for Older Adults

OF DELAWARE COUNTY

Dear Advertiser,

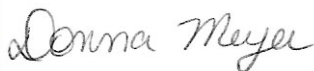
Is the mature market a part of your customer base? Should it be? Are you searching for an economical way to reach this growing population? Now you can easily reach the mature marketplace by advertising in the *Council Communicator*, the only Delaware County-based publication targeted at Delaware County's older population and their families.

The *Council Communicator* is the best value for your advertising dollar because:

- * It is available on our website www.growingolder.org.
- * It has **the largest circulation of any newspaper in Delaware County** - more than 61,000. Distributed in **The Delaware Gazette** in the city of Delaware, in the **Sunbury News**, and to subscribers of **The Columbus Dispatch**, throughout Delaware county.
- * It's **targeted to reach the 60-plus population** of Delaware County, the fastest growing segment of our population.
- * It's also **distributed at more than 50 organizations and businesses** throughout the community, with new sites being added all the time!
- * The **most competitive advertising rates** available - the lowest around!
- * It contains resource information for seniors which contributes to an **extra-long "shelf life"** of each publication, so your ad will stay in your prospective customers' hands longer than with any other local publication.

Reach Delaware County's older population and help support the charitable efforts of the Council for Older Adults. For more information, see the attached packet which contains ad rates, publication dates and an advertising contract. Call Travis at (740) 203-2385 for more information or to reserve your ad space.

Sincerely,



Donna Meyer
Associate Director of Communicators



800 Cheshire Road, Suite A • Delaware, Ohio 43015
Phone: (740) 363-6677 • 800-994-2255 • Fax: (740) 363-7588 • www.growingolder.org



"Helping Delaware County become a better place to grow older"

A PUBLICATION OF THE COUNCIL FOR OLDER ADULTS

C O U N C I L C O M M U N I C A T O R



Is the mature market a part of your customer base?
Are you searching for an economical way to reach
Delaware County's fastest growing population?

Advertise in the *Council Communicator*, the
national award winning publication of your
Council for Older Adults.

- 6 bi-monthly editions per year. With over 61,000 of each issue printed, the Council Communicator is targeted to reach the entire county.
- The Communicator is also distributed at over 50 additional locations, including restaurants, physicians offices, public buildings, coffee shops and many others.
- A full page ad costs less than 1 penny per edition.
- Four column formats allows for larger ads at affordable rates.
- Special section sponsorships available.
- Distributed in ***The Delaware Gazette*** in the city of Delaware, in the ***Sunbury News***, and to subscribers of ***The Columbus Dispatch***, throughout Delaware county.
- Now available on our website www.growingolder.org.



For advertising rates - see attached information.

Space is limited - reserve yours today!

For more information or reservations, contact
Donna Meyer, Associate Director of Communications
Council for Older Adults at (740) 203-2358.

Council Communicator Advertising Rate Information

Ad size		1 Edition Cost Political Cost	2 or more editions
1 column X 3" ad (2 1/4" w X 3" h)	Black & White Full Color	\$36.00 \$50.00	\$33.00 \$46.00
2 column X 3" ad (4 11/16" w X 3" h)	Black & White Full Color	\$72.00 \$100.00	\$66.00 \$92.00
3 column X 3" ad (7 3/8" w X 3" h)	Black & White Full Color	\$108.00 \$151.00	\$99.00 \$139.00
Quarter Page (4 11/16" w X 5 3/8" h)	Black & White Full Color	\$156.00 \$218.00	\$143.00 \$200.00
Half Page (9 13/16" w X 5 3/8" h) Or 5 3/8" w X 10 7/8" h	Black & White Full Color	\$312.00 \$436.00	\$286.00 \$400.00
Full Page (9 13/16" w X 10 7/8" h)	Black & White Full Color	\$624.00 \$873.00	\$572.00 \$800.00

Actual layout size may vary slightly, usually not more than 1/8", depending on space availability. Ad submission deadline is approximately 6 weeks before print. (Ads for the January issue would be due about 11/20). A yearly schedule will be sent to you as it is available.

**Special Placement - Inside back cover, center spread and inside front cover - add 10%
Outside back cover - add 15% (these are color pages)**

Financial Focus page available at \$14 per column inch for 1 edition or \$13 per column inch for multiple editions.

See contract for ad layout information.

The Council for Older Adults reserves the right to reject any advertising that it deems inappropriate for the publication or whose message may be inconsistent with our mission.

Payment must be made in advance for political ads or unestablished accounts.
Others will be billed after publication.

For more information or to place an ad, please call
Travis Fordham at (740) 203-2385 or (800) 994-2255
or email - travis@growingolder.org



Council Communicator Ad Sizes

**1x3 AD
Actual Size
\$33.00**

**With Color
\$46.00**

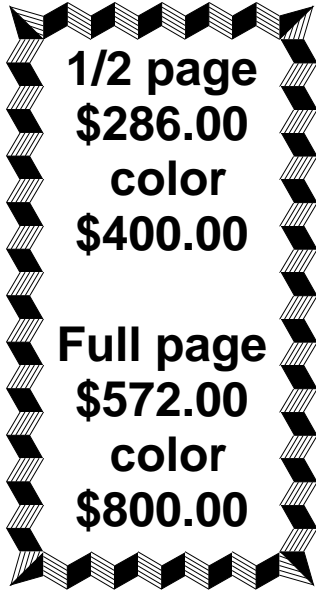
(2 1/4" W x 3" h)

These costs reflect two or more editions. For single edition costs, check yellow sheet.

**2 x 3 AD
Actual Size
\$66.00**

**With Color
\$92.00**

(4 11/16" w x 3" h)



**1/2 page
\$286.00
color
\$400.00**

**Full page
\$572.00
color
\$800.00**

**3 x 3 AD
Actual Size
\$99.00**

**With Color
\$139.00**

(7 3/8" w x 3: h)

Notice: To our advertisers providing their own ad slicks, please keep ad border at the dimensions specified. Rates are based on multiple edition - see advertising rate information for single edition advertising.

**Quarter Page Ad
Actual Size
\$143.00**

**With Color
\$200.00**

(4 11/16" w x 5 3/8" h)

**4x3 Ad
Actual Size
\$132.00**

With Color \$185.00

2 1/4" w x 10 7/8" h)

**2X2 Ad
Actual Size
\$44.00**

**With Color
\$61.00**

(4 11/16 " w x 2" h)

Council Communicator 2012 Advertising Deadline Dates

It is essential that these dates are observed so that we can be sure that the Communicator is produced on schedule. If you have any questions please call Donna Meyer at (740) 203-2358

Future ad deadlines are as follows:

Publication Month	Ads to be created deadline date	Camera ready ads deadline date	Planned Distribution Dates
Jan./Feb. 2012	Nov. 14, 2011	Nov. 25, 2011	Jan. 7 & 8, 2012
March/April 2012	Jan. 12, 2012	Jan. 16, 2012	Feb. 25 & 26, 2012
May/June 2012	Mar. 15, 2012	Mar. 19, 2012	April 28 & 29, 2012
July/August 2012	May 17, 2012	May 21, 2012	June 30 & Jul 1, 2012
Sept./Oct. 2012	July 26, 2012	July 30, 2012	Sept. 8 & 9, 2012
Nov./Dec. 2012	Sept. 13, 2012	Sept. 17, 2012	Oct. 27 & 28, 2012



The Council Communicator

800 Cheshire Rd., Delaware, OH. 43015
 (740) 363-6677 (800) 994-2255 Fax (740) 363-7588

www.growingolder.org

Order date: _____

Advertiser: _____

Address: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

- Ads will run continuously unless otherwise specified below. Please allow six weeks advance notice to cancel your contract.
 Please place my ad (circle your choice of publication months) in the January, March, May, July, September, November issue(s)
 Or run for _____ issues Or run continuously
- Ad content can be changed at any time, with prior notification of at least six weeks before publication.
- We will periodically contact you to determine if you would like to change your ad.

AD SIZE	COST PER EDITION	COLOR CHARGE (if any)	TOTAL COST PER ISSUE
example 1/4 page	\$143	\$57 color	\$200

Invoices are mailed after each publication.
 For political ads, see attached rate information and ads must be paid for in advance.

Please see attached sheet for ad submission deadline dates. If you know the exact size of your ad, you may call and reserve space if your ad cannot be submitted by deadline. This form may be faxed to (740) 363-7588, attn: Travis Fordham. If you have questions you can call Travis at (740) 203-2385.

Specification for Advertisements:

1. To achieve high-quality reproduction of your ad, please email an electronic file or mail/deliver the file on a Zip or floppy disk. Acceptable files are jpeg or tiff files. Please DO NOT use Quark Passport to create ads. Ads can also be sent as a PDF file if the fonts are imbedded. Please call to make arrangements if you have some other format. Ads can be emailed to Cindy Smith of Quickdraw Graphic Designs at csmith415@columbus.rr.com with a copy to: travis@growingolder.org. Please put "Council Communicator Ad" in the subject line.
2. All ads will be black and white unless you have specified color.

Our Graphic Designer can create your ad in electronic format if you require design services.

Thank you for your order!

Please sign and date before returning.

 Signature of Advertiser

 Date