

# 2017 Promotion Calendar

## January

National Glaucoma Awareness (Group)  
Independent Living and  
Retirement Communities (Group)  
Financial Wellness Month (Group)  
New Year's Greetings (ROP)  
Healthy Living (ROP)

## February

National Heart Health (Group)  
Residential Opportunities for  
Seniors (Group)  
National Cancer Prevention (Group)

## March

Spring Home Improvement &  
Landscaping (3x promo HI)  
Save Your Vision – Eye Health  
Month (Group)  
National Colorectal Cancer  
Awareness (Group)  
Taxes (Finance)

## April

Spring Home Improvement &  
Landscaping (3x promo HI)  
Asthma & Allergy Awareness (Health)  
National Parkinson's  
Awareness (Group)  
Car Care (ROP)  
Taxes (Finance)

## May

National Stroke Awareness (Group)  
Spring Home Improvement &  
Landscaping (3x promo HI)  
National Asthma & Allergy  
Awareness (Health)  
Arthritis Awareness (Group)  
Memorial Day (Sig Ads-Group)  
National Nursing Home Week (Group)  
National Women's Health  
Week (Health)  
Older Americans Month (ROP)  
National Better Hearing  
& Speech (ROP)

## June

Gardening Month (Group)  
Pre-Planning Funerals/Funeral  
Homes (ROP)  
Lake Living (Entertainment)  
Men's Health Month (ROP)  
Recovery & Rehab (Group)

## July

Lake Living (Entertainment)  
Home Health-Medical/  
Non-Medical (Health)  
Orthopedics/Osteoporosis (Health)  
Summer Festivities (Entertainment)

## August

Eye Care Awareness (Group)  
Asthma & Allergy Awareness (Health)  
Veteran's Aid & Attendance Pension  
(Group)

## September

Fall Home Improvement (3x promo HI)  
National Grandparents Day (ROP)  
Assisted Living (Group)  
Political Advertising (ROP)  
Healthy Aging (ROP)  
Medicare and/or Medicaid Benefits  
(ROP)

## October

Fall Home Improvement (3x promo HI)  
National Breast Cancer  
Awareness (Group)  
Residential Opportunities  
for Seniors (Group)  
National Protect Your Hearing/  
Audiology Awareness (ROP)  
Restaurant Month (Entertainment)  
Political Advertising (ROP)  
Medicare and/or Medicaid Benefits (ROP)

## November

National Alzheimer's Disease  
Awareness (Group)  
Political Advertising (ROP)  
National Long Term Care  
Awareness (ROP)  
National Diabetes Month (Health)  
Fall Home Improvement (3x promo HI)  
National Family Caregivers Month  
(ROP)  
Veteran's Day (Sig Ads-Group)  
Holiday Greetings (ROP)  
Medicare and/or Medicaid Benefits  
(ROP)

## December

Arthritis (ROP)  
Holiday Entertainment (Entertainment)  
Holiday Greetings (ROP)  
Recovery & Rehab (Group)  
Medicare and/or Medicaid Benefits  
(ROP)

## Editorial Guidelines

Any advertiser who purchases a 15-inch ad or larger may submit an article with maximum of 300 words (Senior Life has the right to edit) **AND** submit a photo with a caption. Note: if there are people in the photo (preferred) they must be identified.

Any advertiser who purchases a minimum 10-inch \*\*ad or larger may submit an article with maximum of 300 words (Senior Life has the right to edit) **OR** submit a photo with a caption. Note: if there are people in the photo (preferred) they must be identified.

\*\*Ads less than 10", article may run ROP  
Contact your local representative for individual deadlines.

**Allen Edition**  
**Cincinnati Edition**  
**Elkhart/Kosciusko Edition**  
**Indianapolis Edition**  
**Northwest Edition**  
**St. Joseph Edition**

Senior **Life**™ Newspapers

**Serving Adults**  
**50 Years and Better**

**1-800-733-4111**

Articles submitted with a promotion need to target the promotional topic and run in the special section where applicable.

**Bolded features will include generic and/or ad supported editorial.**

**Year Round Promotional Opportunities: Health Services Directory, Residential/Housing Directory, Generations of Fun, Professional Forum, Service/Repair Guide, Classified Advertising. Check with your account executive for availability. Promotions are subject to change.**