

Senior Life Advertiser Editorial Opportunities

Contract 10"-14" ad –

On 6-month contract, provide a 300-word article OR a photo with outline **two times** during the contract period

On 12-month contract, provide a 300-word article OR a photo with outline, **six times** during the contract period

Contract 15" or larger ad –

On 6-month contract, provide a 300-word article **AND** a photo with outline **two times** during the contract period

On 12-month contract, provide a 300-word article **AND** a photo with outline, **six times** during the contract period

Contract a business card ad (4") 12 months - receive a 300-word article **three times** during the contract period

Accumulative 12" of advertising -

After accumulating a minimum of 12" advertising, provide a 300-word article OR a photo with outline **one time** in a 6-month period

Purchase ½ page (40") or larger – (not on contract)

Receive a 400-word article and one photo with outline, maximum of bi-monthly

Purchase full page ad (80") or more – (not on contract)

Receive a 500 word article and photo with outline, maximum of bi-monthly

Articles and photos from advertisers need to be submitted by the ad deadline or sooner. All photos require outline to include who, what when and where. Photos should be "action-oriented" with people involved. Visible faces need to be identified-corporate policy. Photos should be 200 DPI or hi resolution

Headlines should be ten (10) words or less, ideally. Articles should have by-line with writer's name, title and advertiser's name. Please write articles in third person. Include complete company contact information in articles to enhance reader response.

Ask your local rep for specific guidelines on special promotions.

All editorial based on Associated Press (AP) style in Senior Life. Senior Life may edit to meet guidelines.

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