

2021 Promotion Calendar

January

National Glaucoma Awareness (Group)
Independent Living and
Retirement Communities (Group)
Financial Wellness Month (ROP)
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)

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

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

Fall Home Improvement (3x promo HI)
Eye Care Awareness (Group)
Asthma & Allergy Awareness (Health)
Veteran's Aid & Attendance Pension
(Group)
Lake Living (Entertainment)

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)
National Family Caregivers Month
(ROP)
National Home Care & Hospice Month
(Group)
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
Elkhart/Kosciusko Edition
Northwest Edition
St. Joseph Edition

Senior *Life*™ Newspapers

**Living Life
After 50**

1-800-733-4111

10/8/2020

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.