

The Senior Voice

dimensions & specs

The Senior Voice

Dimensions

Publication size Trim size 8.125 x 10.75"

Outside back cover 8.375 x 11" (live area 8.125 x 10.75)

Inside back and front cover 8.375 x 11" (live area 8.125 x 10.75)

Full page 7.025 x 9.8

1/2 page horizontal 3.5 x 9.8

1/4 Page horizontal 7.025 x 2.4

1/4 page vertical 3.5 x 4.825

1/8 page horizontal 3.5 x 2.4

Professional listing 4 lines

Business listing 2 lines

Note to advertisers not using agency or in-house designers:

WCYi Offers design services to enhance advertisements at an hourly rate of \$75.00. Ads designed will be presented for the client to review and approval prior to publication

Digital Specifications

• **File Formats** Illustrator (.eps or .ai) , photoshop (.tif), or PDF with fonts converted to outlines

- Color advertisements must be in CMYK color mode.
- Advertisements must be designed according to exact dimensions
- Production charges for artwork not received camera ready will be billed \$75.00 per hour with prior client approval. *

Sending ads to production

Ads accepted via email (less than 5mb) on wcyi ftp site, or by cd-rom only
Email seniorvoice@wandacuffyoung.ca to obtain access to ftp site.

WCYi

565 Conception Bay Highway

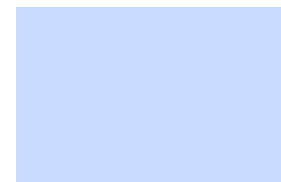
Conception Bay South, NL

A1X 3H1 Canada

Tel: (709) 834-7977

Fax: (709) 834-4650

www.wandacuffyoung.ca



rate sheet

The Senior Voice

The Senior Voice magazine is a quarterly publication by the Newfoundland and Labrador Pensioners and Senior Citizens 50+ Federation. It is non-profit, non-partisan, and non-sectarian.

The main purpose of the Senior Voice is to be a communicating link to all members of various clubs of the federation by providing information of special interest to them, and to be a forum for expression of their particular concerns.

The Senior Voice Magazine will be divided into columns and feature articles. The columns will consistently focus on many health and lifestyle trends and activities for the seniors in our province.

Regular columns include:

Active Living
Financial Planning
Travel
Housing Issues
Funeral Planning
Contact Directory &
Important web sites

Distribution

Newfoundland and Labrador

- Members & senior's clubs
- Senior's organizations
- Doctor's Offices
- Pharmacies
- Health Care Homes

Reader Profile Newfoundland & Labrador

Population:

Total NL population: 505,470
NL Senior Population 182,605

50+ years

female 95, 435
Male 87,175

65+ years

Female 11, 155
Male 11,005

Population by Health

Diagnosed Chronic Conditions

(two or more)

female 69% male 58%

Diability

female 24% Male 25%

Excellent Mental Health State

Female 44% Male 45%

Health Consultations

Family Doctor or General Practitioner

Female 75% Male 65%

Eye Specialist

Female: 31% Male 28%

Editor

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Advertising & publishing WCYi

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Advertising Rates & Deadlines

	1x Rate	2x Rate	3x Rate	4x Rate
Outside Back Cover	\$1,299	\$1,240.00	\$1,180.00	\$1,120.00
Inside Front/Back Covers	\$1,199	\$1,080.00	\$1,030.00	\$980.00
Full Page	\$699	\$665.00	\$630.00	\$600.00
1/2 Page horizontal	\$399	\$380.00	\$360.00	\$340.00
1/4 Page horizontal	\$250	\$235.00	\$225.00	\$215.00
1/4 Page vertical	\$250	\$235.00	\$225.00	\$215.00
1/8 Page horizontal	\$150	\$145.00	\$135.00	\$130.00
Professional Listing (4 lines)	\$65	\$55	\$50	\$45
Business Listing (2 lines)	\$50	\$45	\$40	\$35

Published four times a year

Deadlines '08

First week of August
First week of November