Senior Times Central

2026 ADVERTISING RATE CARD & SPECIFICATIONS

A NEWSPAPER FOR AND ABOUT AREA SENIOR ADULTS

AD RATES

AD SIZE	1X	3X	6X	12X
Business Dir.	—	$ 115	$ 95	$ 85
1/8 Page	$ 175	$ 165	$ 155	$ 135
1/4 Page	$ 295	$ 265	$ 255	$ 225
1/2 Page	$ 495	$ 465	$ 435	$ 385
3/4 Page	$ 765	$ 685	$ 655	$ 575
Full Page	$ 915	$ 825	$ 775	$ 685
Back Cover*	$ 1035	$ 935	$ 875	$ 775
Double Truck*	$ 2,025	$ 1,825	$ 1,725	$ 1,525
Fixed Position	—— 10% Additional Cost ——			

*** Mandatory Color Required.**

COLOR CHARGES

1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PG	DOUBLE
$ 39	$ 69	$ 109	$ 199	$ 399

Color charges apply to each insertion. No discount on color. Color not available on all pages.

TRANSPORTATION LISTING: This feature provides the basic information about area transportation options at a glance. $ 250/year (Free to advertisers), or billed monthly at $25/month.

SENIOR HOUSING LISTING: This feature provides the basic information about area facilities at a glance. $ 250/year (Free to advertisers), or billed monthly at $25/month.

SPONSORSHIP BANNER - FIXED PAGES / LISTINGS: 6 Months $305 per month or 12 months $225 per month (Activity pages, Birthdays, Crossword, Housing Listings, Meal Sites, Support Groups, Transportation)

AD DIMENSIONS

AD SIZES	WIDTH x HEIGHT (in)
Business Directory	3.20 x 2.00
1/8 Page	4.75 x 3.75
1/4 Page Horizontal	9.75 x 3.75
1/4 Page Vertical	4.75 x 7.75
1/2 Page Horizontal	9.75 x 7.75
1/2 Page Vertical	4.75 x 15.83
3/4 Page	9.75 x 11.75
Full Page	9.75 x 15.83
Back Cover *	9.75 x 15.83
Center Spread / Double Truck *	20.25 x 15.83

*** Special Position.**

AD DEADLINE / APPROVALS / CANCELLATIONS

- **AD / COPY DEADLINE:** 10th of the month prior to publication.
- **AD APPROVAL BY EMAIL:** The convenience of email ad approvals require *Senior Times* to place full responsibility of ad content upon the advertiser. An email ad / article approval accepts responsibility of typographic errors and inaccuracies of fact – and accepts responsibility of invoice payment in full.
- **AD / CONTRACT CANCELLATION FEE: $150**

MECHANICAL / PUBLISHING INFORMATION

MECHANICAL REQUIREMENTS: *Senior Times Central* and all sections are printed 85 line screen web offset using process color (CMYK) and grayscale. Photos emailed or provided must be 300 dpi resolution at full size (100%). Ads may be supplied on cds, dvds or flash drive. InDesign files are preferred. Please include all images, screen and printer fonts. Illustrator and Photoshop files are also accepted. Ads may also be emailed as a press PDF to keiths@scenepub.com. Ads received that are not to our specifications will be altered to fit. For more specific technical information please contact our Art Department (269) 979-1479 ext 4.

PUBLISHER'S POLICIES: Advertisers are requested to check the first insertion of an ad for errors. *Senior Times Central*, will be responsible for only one incorrect insertion. Any error should be reported immediately by contacting your advertising consultant.

Liability of *Senior Times Central* in the event of failure to publish an advertisement for any reason or in the event of errors in the publishing of an advertisement shall be limited to the space occupied by the items of an advertisement.

Claims concerning omissions or incorrect insertions will not be considered unless made within 30 days of publication date. Proofs are provided for those contracted for 1/4 page or larger, unless supplied on film or disk.

DISTRIBUTION: *Senior Times Central* is delivered to distribution sites within three days of the publication date. Subscriptions are available for $22 per year.

CONSISTENCY IN ADVERTISING: Create consistency in your print advertising. Your *Senior Times* advertising consultant can assist you by sending your ad to any other print media you may be using. We'll make the adjustments needed and deliver it in the correct size and format for only $50.

ONLINE INTERACTION: Now you can view *Senior Times Central* online. Turning pages is fun and easy! Click the direction arrows at the top and side, click the corner of a page, click and drag a page, or swipe across with your finger. Use the tool bars at the top and bottom to zoom, print, download, email, search, share on social media, preview every page with the thumbnail option, and more. Rolling over the pages activates highlighted areas that you can click on – linking you to advertiser websites, videos, and email. On the Contents Page you can jump to each article. Be sure to look for updates!

EMAIL ADS TO: keiths@seniortimescentral.com

SEND SPECIAL EVENTS / ADVERTISING TO: ssherban@seniortimescentral.com

Mail: P.O. Box 2257, Battle Creek, MI 49016
Location: 247 Michigan Ave. W., Battle Creek, MI 49017
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