ADVERTISING

Northwest Boomer & Senior News

Rates & Policies

The complete guide to getting your ad in Boomer & Senior News

4159 CHERRY AVE NE, KEIZER, OR 97303 1-877-357-2430

About the newspapers:

NW Boomer & Senior News *has been publishing for over 30 years in the Willamette Valley of Oregon. It was founded by John Honey as Senior News. Four editions are currently printed and distributed in the areas of Portland, Vancouver, Salem, Albany, Corvallis, and Eugene.* ***NW Boomer & Senior News*** *reaches more than 13 of the most populated counties in Oregon publishing over 85,000 copies each month.*

Readership:

The typical ***NW Boomer & Senior News*** *reader has been reading the magazine for a long, long time. Over 30% have been enjoying the features and column for more than six years and many over 15 years. Once our readers get hooked they just keep reading for years and years. They not only like reading the stories, 59% say they either read all our advertisements most of the time or always. Finally 96% of our readers said they are not currently interested in reading our newspaper online. Wow! And yet almost all our readers like to gamble – spending up to $16 million every month.*

Distribution:

The ***Northwest Boomer & Senior News*** *is distributed via over 2,000 drop locations throughout the Portland/Metro area, the Willamette Valley to Eugene and the Oregon coast from Tillamook to Florence. Another 2,500 papers are mailed each month. All editions are delivered by the end of each month.*

Each month, the ***Linn-Benton edition*** *is published (10,500 copies printed) and distributed in the following communities: Albany, Corvallis, Lebanon and Sweet Home.*

The ***Marion-Polk edition*** *(21,000 copies printed) deadline typically follows the Linn-Benton edition by a couple of days and within a week is printed and distributed in Salem, Keizer, Silverton, Stayton, Dallas, Woodburn, Newport, Lincoln City and Tillamook.*

Our ***Portland Metro edition*** *(41,500 copies printed) is our third edition published each month and hits the streets of following communities Portland, Vancouver (WA.), Beaverton, Forest Grove, Gresham, Hillsboro, Lake Oswego, Newberg, McMinnville, Oregon City, Tualatin, Tigard, West Linn and Wilsonville by the beginning of the fourth week of each month.*

NW Boomer & Senior News Coverage Area

Our next edition each month is the ***Lane edition*** *(15,000 copies printed) and distributed in Eugene, Springfield, Cottage Grove, Junction City, Harrisburg, Veneta, Creswell, and Florence.*

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	LOCAL/NATIONAL ADVERTISING RATES			
	LINN-BENTON EDITION	LANE COUNTY EDITION	COAST-MARION-POLK EDITION	PORTLAND-METRO EDITION
1 TIME ONLY	$ 32.00	$ 35.00	$ 37.00	$ 39.00
	CONTRACT ADVERTISING RATES			
ntracts Rates are good only with a current signed contract.				
6 CONSECUTIVE MONTHS	$ 30.00	$ 31.00	$ 32.00	$ 33.00
PURCHASE 2	$ 26.00	$ 28.00	$ 30.00	$ 32.00
PURCHASE 3	$ 25.00	$ 27.00	$ 29.00	$ 31.00
PURCHASE ALL	$ 24.00	$ 26.00	$ 27.00	$ 29.00
12 CONSECUTIVE MONTHS	$ 27.00	$ 29.00	$ 30.00	$ 31.00
PURCHASE 2	$ 25.00	$ 27.00	$ 28.00	$ 29.00
PURCHASE 3	$ 24.00	$ 26.00	$ 27.00	$ 28.00
PURCHASE ALL	$ 23.00	$ 25.00	$ 26.00	$ 27.00
	CLASSIFIED DISPLAY RATES			
	LINN-BENTON EDITION	LANE COUNTY EDITION	COAST-MARION-POLK EDITION	PORTLAND-METRO EDITION
1 Col Inch	$ 24.50	$ 27.00	$ 32.00	$ 35.00
4 Col Inch	$ 98.00	$ 108.00	$ 120.00	$ 140.00
10 Col Inch	$ 245.00	$ 270.00	$ 300.00	$ 350.00
15 Col Inch	$ 367.50	$ 405.00	$ 450.00	$ 525.00
	CLASSIFIED RATES			
Call our office at 503-304-1323 for price quote.				
FULL COLOR RA	**FULL COLOR RATES:**		**FULL COLOR RATES:**	
$75 FOR ADS 5-14 column inc	**$200 FOR ADS over 15 column inches**			

Pre-Printed Insert Rates:

Inserts cannot exceed 8-1/2" x 11" otherwise they will need to be quarter folded. Deadline for delivery of inserts is two weeks prior to the requested insertion date. All inserts should be delivered to our printer: Eagle Web Press, 4901 Indian School Road NE, Salem, Oregon 97305. They should be clearly marked on the outside of the boxes with the name of the advertiser, the date of insertion and a contact name and phone number. Minimum number of inserts accepted is 10,000. Inserts are to be paid in full prior to insertion into any edition.

Prices are as follows:

0-10,000	*$70 per thousand*	*10,001-25,000*	*$60 per thousand*
25,001-50,000	*$55 per thousand*	*over 50,000*	*$50 per thousand*

Service Directory Rates:

Service Directory *advertising is offered to companies that offer services only to boomers and seniors. Ad size is 19 picas wide by 12 picas deep. Full Color is included in the cost of each ad.*
Prices are as follows:

Linn-Benton	*$85 each*	*Marion-Polk*	*$95 each*
Metro	*$99 each*	*Lane*	*$90 each*

Dining Guide Rates:

Dining advertising is available to any food vendor within our service area. Ad sizes are 3" wide by 1.5" high. More than one spot can be purchased at a time. Full color is included in the cost of each ad.

Prices are:	*Per spot, one time, one edition*		*$100 each*	
Contract rates: 6-months		*$90 each*	*12-months*	*$80 each*

Calendar Page Rates:

One of the best read pages of ***NW Boomer & Senior News*** *is the calendar page. There are three advertising spots reserved at the bottom of each calendar page. Each spot is 3" wide by 4" high and includes Full Color. The cost for each spot is $350.*

Retirement & Healthy Living Directory:

NW Boomer & Senior News *runs a Directory of Retirement Listings and Healthy Living Listings. (Retirement Listings run every other month while Healthy Living Listings run every month.) An advertiser will receive a FREE directory listing if they run a minimum 15-column inch advertisement. Directory advertisements in full color can be purchased for following prices:*

Linn-Benton	*$300 each*	*Marion-Polk*	*$325 each*
Metro	*$325each*	*Lane*	*$310 each*

Full color can be added to either a FREE listing ad for only $75 each.

NORTHWEST BOOMER & SENIOR NEWS
4159 Cherry Ave. NE
Keizer, Oregon 97303

PHONE: *1-877-357-2430 Toll Free; 503-304-1323*

FAX: *503-304-5394*

EMAIL:
info@nwseniornews.com

WEBSITE:
www.nwboomerandseniornews.com

ADVERTISING CONSULTANTS

Clark Seeley
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PUBLISHER
David Thouvenel
dthouvenel@
eaglenewspapers.com

Position Requests:

NW Boomer & Senior News *cannot guarantee advertising position requests but does make every attempt to accommodate advertisers based on the frequency with which they run in the four editions that are published each month. Due to the size of each edition,* ***NW Boomer & Senior News*** *cannot guarantee that competitive advertisers might not be on the preceding page or on the back of a customer's advertisement.*

Payment:

NW Boomer & Senior News *requires all advertisers, unless agreed to by the publisher, to make prepayment of the first advertisement that a business runs in one or more of the editions. After the first advertisement,* ***NW Boomer & Senior News*** *requires that payment will be made within 30 days of being invoiced, without exception.* ***NW Boomer & Senior News*** *does maintain the right to add a service charges if prompt payment is not made by the advertisers.* ***NW Boomer & Senior News*** *does have the right to refuse any advertisement without providing the customer any specific reason.*

Ad and Publishing Deadlines:

NW Boomer & Senior News *sets deadlines for advertising, printing and distribution for each business year starting on October 1 (November issues) for the next 12 consecutive months. Advertisers can request a copy from their sales representative.* ***NW Boomer & Senior News*** *maintains the right to change those deadlines if the need arises.*

Contracted Rates:

NW Boomer & Senior News *offers 6-month and 12-month contracts to advertisers who wish to take advantage of discounted advertising prices based on the frequency the advertiser's places advertising. Once the advertiser enters into a contract, the advertiser becomes eligible for an additional discount based on the number of editions the advertiser places the ad. Ask your sales representative for more information on contracted rates.*

Advertising Design:

NW Boomer & Senior News *provides FREE advertising design to any advertiser who places advertising in any of our four monthly editions. Designing advertisements can be a time consuming job, so please contact your sales representative about your design needs well in advance of any advertising edition deadlines.*

Ad Sizes:

NW Boomer & Senior News *is printed in a five (5) column by 16.5 inch format with the following column width measures:* ***1-column*** *= 11 picas (1.833 inches);* ***2-columns*** *– 23 picas (3.833 inches);* ***3-columns*** *= 35 picas (5.833 inches);* ***4-columns*** *= 47 picas (7.833 inches);* ***5-columns*** *= 59 picas (9.833 inches).*
CLASS DISPLAY SIZES: *One column inch minimum ad. Columns are 8 picas (1-1/4") wide, with a 1/2 pica (1/6") gutter.*
SERVICE DIRECTORY SIZES: *Ads are 19 picas (2.9") wide by 12 picas (1.5") deep.*
CALENDAR PAGE: *Ads are 3" wide by 4" deep.*

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ADVERTISING

Northwest Boomer & Senior News

Reaching Our Market

The complete guide to getting your ad in Boomer & Senior News

4159 CHERRY AVE NE, KEIZER, OR 97303 **1-877-357-2430**

Why Target Boomers and Seniors:

1. *Have a cumulative household value of $19 trillion.*
2. *Purchase more than 40% of all new cars and over 80% of the luxury new cars.*
3. *Purchase 74% of all prescriptions.*
4. *Like to travel and do it often: they represent 80% of all luxury travel purchased in the U.S., make up 65% of all cruise passengers and typically spend 74% more on vacations than the 18-49 year old population segment.*
5. *Grandparents are a major consumer market. There are 80 million by 2010, and they spend a median of $489 per year on their grandchildren, about $30 billion annually.*
6. *Boomers, unwilling to give up their youth, are pouring $30 billion a year into anti-aging products. An AARP survey found that 35% have tried anti-aging cosmetics and 53% use hair color to hide the gray. It is estimated that in the next three years, anti-aging will be a $50 billion industry.*
7. *Boomers spent an estimated $42.7 billion on apparel in 2004.*
8. *Nearly 28% are Internet enabled.*
9. *They are in the top 30% income bracket; nearly 80% are Internet enabled.*
10. *Spend over $7 billion online.*
11. *Experts say the financial services industry will be particularly promising. Americans 50 and older control more than 70% of the nation's wealth.*
12. *The International Health, Racquet and Sports club Association estimates that one third of all U.S. clubs is revamping facilities, equipment, & exercise programs for an older clientele. Programs for older gym goers include classes that focus on balance, range of motion, osteoporosis-fighting strength training, arthritis-friendly aquatics courses, and chair-exercise classes.*
13. *People over the age of 50 accounts for half of all the discretionary spending in the U.S., (Boomers earn more than $2 trillion in annual income and own more than 77% of all financial assets in the U.S.) and they are voracious cultural consumers. They watch more television, go to more movies, and buy more CDs than young people do. Yet, Americans over 50 are the focus of less than 10% of the advertising.*

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What's in our Paper? What we deliver…

1. *A Community Newspaper specifically FOR the Boomers & Seniors.*
2. *Highlights of local events.*
3. *Information about local issues.*
4. *Features of interest by local writers about local people.*
5. *Local Dining Section.*
6. *Local Service Directory.*
7. *Human interest stories about local people.*
8. *Travel features.*
9. *Health updates.*
10. *Calendar of local events.*

A Marketing Tip:

Marketing messages that embrace clichéd themes not only miss their mark but also alienate older adults. A recent survey reported that people over age 50 feel that advertising messages geared to them are condescending, stereotypical and place far too much emphasis on medical conditions. Smart marketers are replacing conventional approaches with new ways of understanding and connecting with mature Americans.

This increasingly powerful market is driving the growth of the so-called Silver Industries: businesses that create produce market and sell goods and services to older people. Despite this enormous "age wave" large parts of corporate America still haven't recognized the potential of reaching this critical senior market.

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Size of Boomer & Senior Markets:

1. *77 million people were born between 1946 and 1964, which is defined as the baby boomer era. (Making this group of people age 47 – 65 now in 2011)*
2. *The first baby boomer turned 60 on January 1, 2006.*
3. *By 2015, those aged 50 and older will represent 45% of the U.S. population.*
4. *By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people.*
5. *Americans age 50 and older make up the fastest growing market today, now making up 29% of the U.S. population. Yet this consumer group controls 70% of all disposable income.*

Wealth of the Baby Boomers & Seniors:

1. *Americans 50 and older control more than 70% of the nation's wealth.*
2. *Households headed by someone in the 55-64 age group had a median net worth over $112,000. —15 times the $7,240 reported for the under 35 age group.*
3. *The 50+ have $2.4 trillion in annual income, which accounts for 42% of all after-tax income.*
4. *Adults 50 and older own 65% of the aggregate net worth of all U.S. households.*

Spending Habits of Adults 50+:

1. *Adults 50+ account for an estimated $2 trillion in total expenditures.*
2. *This group has $2 trillion in disposable income.*
3. *The total spending for 50+ households is over $900 billion.*
4. *Adults 45-years-old and older will out-spend younger adults by $1 trillion annually.*
5. *People aged 45 and older spent an average of 47.6 percent of their family's budget on "nonessentials".*
6. *50% of baby boomers plan to buy a new home after retirement.*
7. *As of January 2007, baby boomers were 27% more likely than any other generations to embark on a major home improvement or repair in the next 6 months.*
8. *96 percent of baby boomers participate in word-of-mouth or viral marketing by passing product or service information on to friends.*

Online Advertising

NWBoomerandSeniorNews.com

Reaching Northwest Boomers and Seniors on the Internet

10 Reasons to Advertise on NWBoomerand Senior News.com…

- **Frequency:** The online newspaper Web site user spends more than twice as many hours online than the general user. Online newspaper users are three times as likely as general 'Net users to be online during the workday when out of reach of other media –8-11 a.m. is a new "primetime" for media consumption (Source: "Power Users," 2006, MORI Research)

- **Credibility:** Branded content brings a higher quality audience. A study from the Online Publishers Association (OPA) showed that OPA audiences were more like to buy products and services in a number of key categories, including automotive, entertainment, financial, home, travel and business to business.

- **Targeted:** If you want to focus on a particular backyard, advertising in an online newspaper is more personal and more relevant because it is local. Newspapers also publish a plethora of niche sites (youth, women, movie fans, Hispanics, are illustrative) for virtually any demographic advertisers could possibly hope to reach. – "Newspapers know more than ever about their Web audience because of online registration programs and audience segmentation software."]

- **Purchasing Power:** Eighty-nine percent of newspaper Web site users purchase online compared with 56 percent of general users. Forty percent of online newspaper users have incomes higher than $75,000; 69 percent own their homes. Eighteen percent of online newspaper users have spent more than $2,000 online in *the last six months.*

- **Content:** Excluding e-mail, the most popular online activities and content categories include national and local news, sports, financial information and entertainment news and things to do. Fifty-four percent of general Internet users visit online newspapers for local news, compared with 40 percent for the local TV station Web site and 20 percent for the local radio station site. Not even Yahoo! can top online newspapers as a local news source. ["Power Users," 2006, MORI Research]

- **Advertisers Believe in Newspaper Sites:** Nationally, online newspapers have enjoyed double digit increases for advertising since NAA started reporting online ad spending in 2004.

- **High Profile:** Online newspapers generate very large gains in Online Ad Awareness among C-level and other higher management job holders: C-level managers showed a 23 percent increase in Aided Brand Awareness, VP/director-level managers showed a 38 percent increase an other management showed a 37 percent increase following their exposure to an ad campaign in online newspapers (across all industries.) When the brand metric shifts to Message Association, C-level execs showed the largest increase in lift after exposure to campaigns on online newspapers, at 88 percent. No management category showed less than a 51 percent increase. (Dynamic Logic's MarketNorms® database, 2006)

- **Reinforcement:** Fifty-six percent of online newspaper users also read the newspaper in the past five days, and repetition increases awareness.

- **Cutting Edge:** Newspaper Web site users are more likely (by almost twenty percent to own some kind of portable electronic device. They are also more interested in receiving advertising and product offers through those devices. Forty percent of online newspaper users are aged 18 to 34. [Source: "Power Users," 2006, MORI Research]

- **Mix:** A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other local medium.

ONLINE ADVERTISING

NWBoomerandSeniorNews.com

Reaching Northwest Boomers and Seniors on the Internet

Ad Submission Guidelines

Art and Text

Images

Whenever possible, we prefer to receive images in electronic form. We can process most formats, including Photoshop, JPEG, GIF, BMP, PICT, & TIFF files. While every situation is different, most images should be between 10 and 100k in size. Otherwise, good quality printed material is fine. We cannot accept transparencies or negatives for any graphic materials.

Logos

The best way to send logos and other line art is in EPS, Illustrator, or Postscript format. If the file contains any specific fonts, please include them. Otherwise, a medium to high resolution image file is acceptable. Business cards are the hardest to work with due to poor image quality.

Text

We strongly prefer any copy greater than 50 words be sent as a text document via email, or in either Microsoft Word or plain text format. We can accept text and layout created in InDesign, and Illustrator.

Ad Unit Size Standards

For any questions concerning display ads, please contact us at dthouvenel@eaglenewspapers.com.

Ad Unit	Dimensions	File Size	Rich Media Enabled
Leaderboard	670x90	30k	Yes
Box Ad	300x250	30k	Yes
Half Skyscraper	125x300	30k	Yes
Skycraper	125x600	30k	Yes

Sending Materials

Electronic Transfer

Materials may be emailed to your account executive, as long as the files are no larger than three megabytes. You can send files on CD-ROM to:

NWBoomerandSeniorNews.com

c/o Production Department, 4159 Cherry Ave NE, Keizer, Oregon 97303, **Phone:** 877-357-2430

We accept files in both Mac & PC format.

Online Advertising

NWBoomerandSeniorNews.com

Reaching Northwest Boomers and Seniors on the Internet

Internet and Website Terms You need to know…

Ad Impressions - An ad impression is an advertisement that was delivered to a qualified visitor. It is defined as the delivery of an online advertisement, to a page of information requested.

Click-through - The result of "clicking on" an advertisement that links to the advertiser's Web site or another page within the Web site.

Cost-per-click - A media term used to describe the cost per single click-through of an ad to a client's Web site.

Cost-per-thousand (CPM) - A media term used to describe the cost-per-thousand for ad impressions. CPM is a standard pricing model on the Web.

Link - An electronic connection between two Web sites (also called "hot link").

Page Impressions - The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Pixel Short for Picture Element - a pixel is a single point in a graphic image. Graphics monitors display pictures by dividing the display screen into thousands (or millions) of pixels, arranged in rows and columns. The pixels are so close together that they appear connected.

Run-of-Site (ROS) - Refers to a rotation of your ad throughout the online editions. Advertisers select the number of total monthly impressions to be delivered. The system then delivers a random rotation throughout all advertising areas of the paper's online products. Under ROS, advertisers do not specify where ads will appear.

Skyscraper - A type of ad unit that is much taller than it is wide. Often used in columns of web pages where there is a lot of unused vertical space but limited horizontal space.

Spam - On the Internet, not processed meat, but unwanted and unsolicited messages, either on a discussion list or as an e-mail message.

Sponsorships - Sponsorships are available on all section fronts (i.e. Main, Sports, Classified, etc.) Sponsorships are sold on a first-come, first served basis. Advertisers receive the entire inventory of impressions.

URL (Uniform Resource Locator) - The standard way to give the address of any resource on the Internet that is part of the World Wide Web (WWW). A URL looks like this: http://www.NACorp.com or telnet://NACorp.com. The most common way to use a URL is to enter into a WWW browser program, such as Internet Explorer or Netscape.

Unique Users - The number of different individuals who visit a site within a specific time period. To identify unique users, Web sites rely on some form of user registration or identification system.

Visits - A sequence of requests made by one user at one site. If a visitor does not request any new information for a period of time, known as the "time-out" period, then the next request by the visitor is considered a new visit.

ONLINE ADVERTISING

NWBoomerandSeniorNews.com

Reaching Northwest Boomers and Seniors on the Worldwide Web

Let our Video team make a tour of Your Retirement Community or Business

To create a quality video of your retirement community or business we offer three distinct packages:

Package 1: $1,700

4-Minute video with voice over explaining all the amenities your facility or business offers. Ask about having your video put on CD's that you can provide to potential customers for only $5.00 each (min. 50).

Package 2: $1,300

3- Minute video with voice over showcasing the best of what your facility or business offers. Ask about having your video put on CD's that you can provide to potential customers for only $5.00 each (min. 50).

Package 3: $1,050

2- Minute video with voice over showcasing the best of what your facility or business offers. Ask about having your video put on CD's that you can provide to potential customers for only $5.00 each (min. 50).

Online Video Tours

Run your newly created Video Tour on NWBoomerandSeniorNews.com website for only:

Package 1: $350 per month, 6-month commitment

Online Preprints/Inserts

Run your preprint/insert (PDF) on NWBoomerandSeniorNews.com website for only:

Package 1: $300 per month (change Preprint/Insert weekly if desired)

Retirement or Healthy Living Directory Listings

Let us place your Retirement or Healthy Living Directory listing on our website just as it runs in our print edition.

Package 1: $425 each

Run either your Retirement or Healthy Living Directory listing in both our print edition and online with full color.

Package 2: $325 each

Run either your Retirement or Healthy Living Directory Listing in either our print edition or online with full color.

Package 3: $100 each

Run either your Retirement or Healthy Living 15 column inch ad in our print edition and add your listing online.

♦ *For additional information or to schedule, an appointment please contact one of our sales people at 503-304-1323*

ONLINE ADVERTISING

NWBoomerandSeniorNews.com

Reaching Northwest Boomers and Seniors on the Internet

About our Website

NWBoomerandSeniorNews.com will offer different information and advertising than our print editions. Each day our website will be refreshed with information that boomers and seniors will find informative and stimulating. There will be classifieds (both free and paid), obituaries (both free and paid), video's, calendar of events, news releases, photographs, blogs, reader polls, and anything else our readers will like to see.

Advertising Banners, Boxes and Skyscapers will be limited and will be viewed on a rotational basis. We will offer space for commercial videos, either yours or your business can have them produced by Eagle Video Productions.

Banners, Boxes and Skyscraper Ads

(A 10% discount is offered on website advertising rates if you have a current print advertising contract with NW Boomer & Senior News.)

Leaderboard Ad *(670x90 pixels)* ***$350****/ month**

*Our banner ads are placed right below the weather report on our website. *Contact rates: $300/month with 6-month contract.*

Box Ad *(300x250 pixels)* ***$300****/ month**

*Our box ads are located on the right side of our website page. *Contact rates: $250/month with 6-month contract.*

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Banners, Boxes and Skyscraper Ads

(A 10% discount is offered on website advertising rates if you have a current print advertising contract with NW Boomer & Senior News.)

Half Skyscaper Ad *(125x300 pixels)*
$200*/month**

*Our box ads are located on the right side of our website page. *Contact rates: $150/month with 6-month contract.*

Why us:

- *Updated information and news*
- *Links to important business stories*
- *Free obituaries*
- *Focus on boomers and seniors no one else can give you*
- *Drive traffic to your Web site with a direct link from ad*
- *Our Web designers will build your ad and can change it monthly*
- *For additional information or to schedule, an appointment please contact one of our sales people at* ***503-304-1323****.*

Skyscaper Ad *(125x600 pixels)* ***$300****/month**

*Our box ads are located on the right side of our website page. *Contact rates: $250/month with 6-month contract.*