



Promoting Health, Wellness & Safety in our Community

Guidelines, Pricing and Policies for *Senior Beat* Advertising

1. **Ad Size.** Ads should be approximately the width of a single column of the *Senior Beat* ($3\frac{5}{8}$ inches) or the width of the printed page ($7\frac{1}{2}$ inches). Advertisements may not exceed one full page ($7\frac{1}{2}$ inches wide and 9.4 inches high) unless otherwise approved by the HAP Board president or vice president.
2. **Pricing.** *Senior Beat* advertising rate is \$2.50 per square inch. Unless otherwise agreed in advance, ads less than the width of a single column will normally be priced for the width of a column and ads wider than one column will normally be priced for the width of the printed page.
3. **Payments** for advertising shall be payable to, “Tri-Lakes Health Advocacy Partnership.”
4. **Government agencies and Tri-Lakes area non-profit organizations**—i.e. 501(c)(3)—will normally be provided no cost advertising as space permits, for a no-cost/low-cost service, opportunity or event for the *Senior Beat* target audience.
5. Space for paid advertising is allocated on a first-come, first served basis.
6. Each advertiser is limited to no more than one advertisement per issue.
7. Repeat advertisers will have priority for advertisement placement and space over infrequent advertisers.
8. Paid advertisements will not normally be placed on the cover page (page 1) of the *Senior Beat*.
9. **Flyer inserts** must be $8\frac{1}{2}$ inches wide by 11 inches high. Flyers will be charged \$80 plus paper, printing, handling and all additional postage expenses associated with the flyer.
10. **Artwork or editing by HAP** to prepare an advertisement for publication will be charged at \$50 per hour in quarter hour increments. Non-profits and government agencies may be subject to this charge, at the discretion of the HAP Board.
11. Advertising received in printed copy will have to be converted to electronic form for publication; conversions performed by HAP will be charged at the rate for artwork. Non-profits and government agencies may be subject to this charge, at the discretion of the Board.
12. Any paid advertisement which the *Senior Beat* editor determines might be interpreted by readers as an unpaid article will be labeled by the *Senior Beat* editor as “PAID ADVERTISEMENT” immediately above the ad in not less than 11 point Times or similar typeface, and will offset the advertisement by a solid-line border around the entire ad.
13. An ad, paid for five months in advance, may be published the sixth month at no additional cost. The ad content, but not the size, may be altered by the client any or all of the months. Artwork costs may apply if HAP modifies the ad. [added November 11, 2015]