

SENIOR NEWS & LIVING OK

Oklahoma owned and operated for more than 20 years!

Media Kit

P.O. Box 239, Mustang, OK 73064
(405) 631-5100 | FAX: (405) 631-5103
info@seniornewsandliving.com
advertising@seniornewsandliving.com
www.seniornewsandliving.com



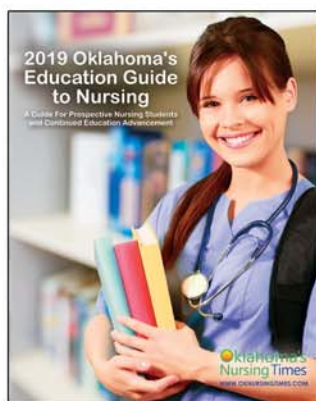
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Metro Publishing LLC., our Family of Publications:



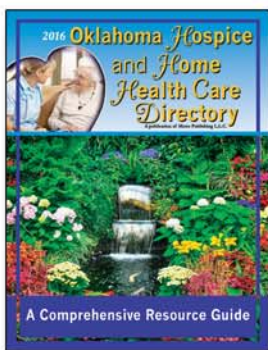
Senior News & Living



Oklahoma's College Guide to Nursing



Oklahoma's Nursing Times



Hospice & Home Health Care Directory



National Nurses Week

At *Senior News & Living* we strive to inform, entertain and inspire our readers. While most of the newspaper industry has seen drastic decline, we can proudly say our publications are strong and growing quite steadily. Our readers have been very loyal for over 20 years. We add on average 5-10 new distribution sites each month, thanks in part to our highly skilled editor and writers. *Senior News & Living* is a wonderful publication to be a part of, it is so loved and well respected in Oklahoma and we know you will be pleased with the results of your ad placement in *Senior News & Living*, as well as our other Publications. Our team is ready to answer any questions you may have and *we welcome and look forward to the opportunity to serve you!*

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Senior News & Living features topics ranging from:

- *Community Events*
- *Health and Wellness*
- *Finance, growing and securing wealth*
- *Travel and Leisure*
- *Entertainment and Culture*
- *Lifestyle, Home and Family*
- *Games and puzzles*
- *Classified Marketplace*
- *Advertising and Resource Directory*

Whether our reader is an aging adult or the caregiver of a loved one that is aging and facing new challenges and decisions, *Senior News & Living* expands knowledge and encourages our reader to love their age, be active and have fun.

Senior News & Living feature stories by professional journalists, syndicated columnist and experts. You will get editorial support beyond advertising with feature stories to better position your products and services. We highlight businesses and events that improve our readers lives. In addition to advertising your products and services, we will assign a local writer to you, which will provide an invaluable asset to your advertising dollars. This added benefit will help promote your organization or business by ultimately improving your brand recognition, traffic, sales and customer loyalty.

The feature stories our local writers report on are essential tools for marketing your business.

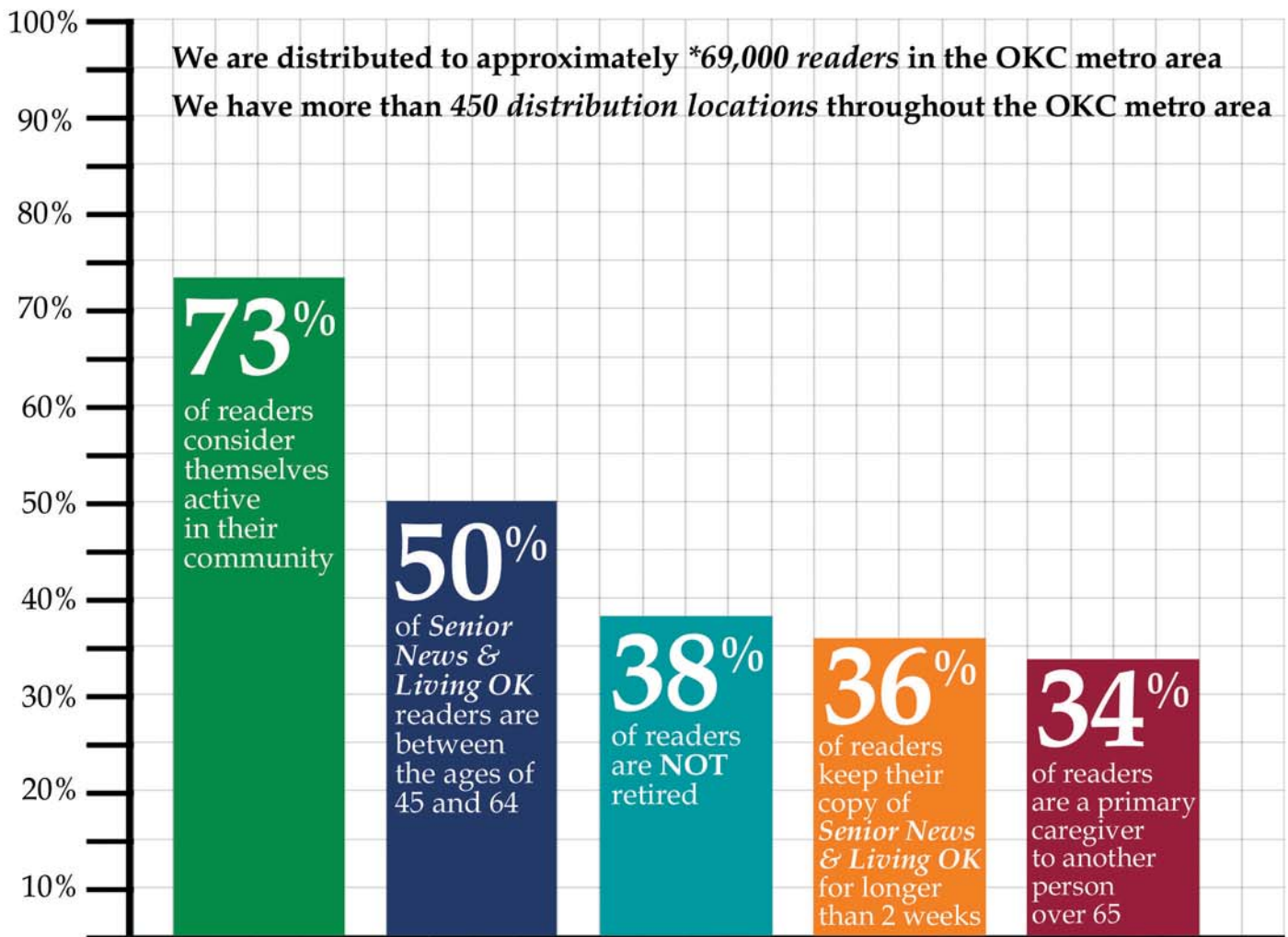
DEMOGRAPHICS

Our Readers are the fastest growing age segment of the population.

They comprise the most wealth and spend more money than any other age demographically.

Baby Boomers and older, make up over half the U.S. population, own more homes and spend more on dining out, travel, personal care, healthcare and pharmaceuticals than anyone.

Seniors are not only living longer, they are living a better quality life. Their focus includes combining many aspects of healthy living such as fitness, community involvement, entertainment, travel and hobbies. We proudly call this market segment "our Readers at *Senior News & Living*," giving you, the business owner or service provider, a desired and purposeful way to get your business and products in front of our readers and ultimately your new customers.



* based on the National Newspaper Network Study April 16, 2010 showing 3.30 readers per copy.

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AD RATES & DIMENSIONS

	1 Month	3 Month	6 Month	12 Month
Full Page	\$1,200	\$1,140	\$1,080	\$1,020
Half Page	\$700	\$665	\$630	\$595
Quarter Page	\$400	\$380	\$360	\$340
Eighth Page	\$250	\$235	\$225	\$210
Sixteenth Page	\$140	\$133	\$125	\$119
Inserts	Call for Pricing			

Spot Color: \$75 for each color
Full Color: \$125

Ad design and layout are always a complimentary service!

Camera Ready Art: Preferred Resolution: 300 DPI or Higher | Preferred File Type: PDF, JPEG OR EPS

<p><i>without folio</i> 10.275 inches wide X 13 inches tall</p> <p>Full Page</p> <p><i>with folio</i> 10.275 inches wide X 12.68 inches tall</p>	<p>Half Page <i>vertical</i></p> <p>5.05 inches wide X 12.68 inches tall</p>	<p>Half Page <i>horizontal</i></p> <p>10.2703 inches wide X 6.25 inches tall</p>
<p>Quarter Page</p> <p>5.05 inches wide X 6.25 inches tall</p>	<p>5.05 inches wide X 3 inches tall</p> <p>Eighth Page</p> <p>Sixteenth Page</p> <p>2.5 in. w X 3 in. tall</p>	<p>*Deadlines subject to change due to holidays. Publication, circulation and rate subject to change without notice. RATES ARE NET. ROP space reservation deadline: 2 business days prior to the last day of the month by 5pm. Copy deadline: camera ready artwork submitted on the 21st day of the month by 5pm. *if the last day of month falls on weekend, last day of month will be previous Friday with space reserved by Wednesday at 5pm and artwork submitted by Thursday at 5pm.</p>

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ONLINE RATES & PRINT LISTINGS

ONLINE RATES & DIMENSIONS

LARGER BANNER 730 w x 94 h (pixel) **\$500 per month**

SMALL BANNER 300 w x 250 h (pixel) **\$375 per month**

NOTE: All Banner ads are sold for minimum of 4 months.
(May be billed monthly.)

CLASSIFIED MARKETPLACE

Our Classified Marketplace provides a great spot for our readers to advertise senior related goods.

*See our Classified Marketplace for rates!

RESOURCE DIRECTORY LISTING

Our Resource Directory is a complimentary listing for advertisers who run a 1/4 page or greater ad.



OKLAHOMA'S SENIOR NEWS & LIVING CLASSIFIED MARKETPLACE

FOR SALE

Memorial Park in Edmond
2 burial plots
next to each other
Close to the entrance
and the old office.
Asking \$5,500 for all 4
or \$1,500 each

Call Jeff at
405-400-5132

Resurrection Memorial
Cemetery N.W. Expressway
2 Lots, both for \$3,500.00.
Phone 405-943-1579 or
405-823-1154

RESTHAVEN GARDENS
CEMETERY
500 S.W. 104, OKC, OK
Two Burial Plots \$2000 or \$1500
each. Garden of South Chapel.
Lot 129 section 12.
Call 405-908-5514

SERVICE

**POLISH ME
PRETTY MOBILE
NAIL STUDIO**

Make Every
Treatment Unforgettable.
Schedule an
appointment today!
405-541-5001

YVES SENIORNEWSANDLIVING.COM

SERVICE

**Aerial Ash
Spreading Service**
Providing families
with memorable
closure by releasing
your loved one's
remains back
to nature.

Wings West L.L.C.
Call 405-826-2345
Or visit our website
www.wingswestok.com

CLASSIFIED MARKETPLACE
CLASSIFIED LINE ADS
PRICE PER 25 WORDS

1 Month \$27.00
3 Months \$75.00
6 Months \$135.00

ADD A PHOTO,
ONLY \$5.00 MORE!

Deadline is the 25th of each
month. Mail-in form with check
must be postmarked by
the 25th and received by
the 28th of each month.
Classified Line ads are prepared
only. ALL LISTINGS AND ADS
ARE IN PRINT & ONLINE. All prices
are subject to change without
notice of any kind. Please call
405-631-5100 ext. 3 to submit
ad copy and payments.
www.SeniorNewsandLiving.com

**WE BUY OIL & GAS
MINERAL RIGHTS**

**TOP PRICES PAID
FAST & EASY
CALL ME TODAY!
BEN WILCOX
405-315-9280**

Medicare Insurance Plans.
Don't understand Medicare?
Need help selecting the
right plan for you?
Contact Scott at
405-820-0770 or email
scott.stewart13@cox.net
for a free consultation.

Commons on Classen
1320 Classen Drive
Oklahoma City, OK 73103
405-601-6819
TDD #711

Office Hours: Monday-Friday 10:30 AM to 3:30 PM
This institution is an equal opportunity provider and employer.
62 years of age or older.

Refraction Pointe
Oklahoma City, OK 73103
405-843-2099
www.refractionpointe.com

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Oklahoma City, OK 73103
405-843-2099
www.refractionpointe.com

RESOURCES SENIOR NEWS AND LIVING

Assisted living
How to pay for Home Care,
Assisted Living, and
Long Term Care.
Free An Assessment Tool! Call
405-241-6000

Home Health
A Better Life Homecare
2142 N. Robert Oklahoma City, OK 73105
405-255-5100

Home Health
Care Plus Home Care
1602 N. 21st Street
Oklahoma City, OK 73104-108-2001

Home Health
Care Plus Home Care
1602 N. 21st Street
Oklahoma City, OK 73104-108-2001

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Care Plus Home Care
1602 N. 21st Street
Oklahoma City, OK 73104-108-2001

Services
Oklahoma Department of
Rehabilitation Services
Intensive Services for People With
Able and Older Blind Independent
Living Program Department 4401 West
29th St., Suite 900 OKC 73113 Tel
405-524-8400 Library for the Blind
and physically handicapped loans free
worldwide books and albums 300 NE 10th
St. OKC 405-421-4114 Tel fax 405-445-8476

Senior Services Of Oklahoma
Free information and referrals for services for
senior citizens and their families.
"Helping Senior Citizens" National
Program Home delivered meals, "Senior
organization and support groups.
Answer for Senior Issues
405-679-1000

Skilled Nursing
West Acres Nursing Center
8501 N. Rockwood, OKC
405-321-5100

**July AARP Drivers
Safety Classes**

Date: Day Location: Time: Registration & Instructor
July 7 Thursday City OK 9:30am - 4pm 405-2777 Edwards
July 8 Friday Del Aire Center - 5:00pm - 6:30pm 405-2777 Edwards
July 9 Saturday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 10 Sunday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 11 Monday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 12 Tuesday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 13 Wednesday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 14 Thursday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 15 Friday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 16 Saturday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 17 Sunday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 18 Monday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 19 Tuesday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 20 Wednesday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 21 Thursday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 22 Friday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 23 Saturday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 24 Sunday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 25 Monday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 26 Tuesday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 27 Wednesday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 28 Thursday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 29 Friday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards
July 30 Saturday Del Aire Center - 9:30am - 12:30pm 405-2777 Edwards

Deadline is THIRD Friday each month. All Resource Directory listings, classified ads and listings are prepaid only.
ALL ADS ARE IN PRINT & ONLINE.
Send ad copy and payments to:
Senior News and Living
P.O. BOX 239
MUSTANG, OK 73064
advertising@seniornewsandliving.com

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RECRUITMENT NEEDS, ASK FOR YOUR
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Oklahoma's Nursing Times first edition published October 1999. Our commitment to Oklahoma's nurses and the facilities they work in...through local, state and national news coverage...have kept us going strong for over 20 years!

- *DIGITAL PRINT EDITION*
- *E-PUBLICATION*
- *FACEBOOK*
- *JOB BOARD*
- *WEBSITE*

WE HAVE YOU COVERED!

Oklahoma's Nursing Times is a weekly newspaper for Registered and Licensed Practical Nurses and other healthcare professionals in the Oklahoma City metro area and throughout the state.

With a weekly readership of more than 20,000 RNs, LPNs and other healthcare professionals in Oklahoma's major metro areas, *Oklahoma's Nursing Times* is the largest weekly health care publication in the state. Our digital print edition is distributed to nearly 15,000 nurses each week while our web site attracts more than 170,000 visitors each month. ePublication and Job Alerts have a readership of more than 14,000 digital viewers and we have one of the fastest growing and active facebook pages with over 11,000 followers: <http://www.facebook.com/oklahomas.nursingtimes>. Visit us and LIKE us!

With over 50 years of combined newspaper publishing, editing, graphic design, sales and marketing experience, *Oklahoma's Nursing Times* welcomes the opportunity to work with you! If you have a news idea, press release, announcement or personnel change that can affect the industry – call **405-631-5100** or email news@okcnursingtimes.com