



Advertising Rates 2013 (per issue)

Full Color	1x	3x	6x
Full Page	3135	2935	2700
½ Page	1900	1725	1600
¼ Page	900	825	795
⅛ Page	660	585	495
Business Card	\$150		

Black & White Costs - 5% Discount

Outside back cover 4000

Insert Rates Upon Request Prices are non-commissionable

Payment

Check, Visa, MasterCard

Advertising Terms: Full payment must accompany the first insertion and all insertions thereafter unless other payment arrangements have been made in writing.

Advertising Proofs: When advertisers change their ad copy, a proof of the ad will be faxed or e-mailed to the contact person on file. If time is at a premium, the Publisher will use his/her best judgment as to the accuracy of the ad based on information furnished by the advertiser. It will be the advertisers' responsibility to fax, e-mail or call with any last minute changes. This must be done immediately. After 24 hours we will assume that the advertiser has reviewed the design, content and layout of the ad and verified that no typographical errors appear. The ad will appear as was faxed or emailed.

Compensation: If errors are discovered after the magazine has gone to press, *The Senior Voice* will not be held responsible for said errors. *The Senior Voice* provides the advertiser with proofs of ad copy prior to printing, therefore it is their responsibility to notify our office of any corrections and/or copy changes in advance of press time.

Contract Responsibility: All advertisers assume full responsibility to mail, fax or phone all copy changes in by each deadline date. If new copy has not been received by the deadline, your previous ad will be repeated as published in the previous issue.