

Package Media, Inc.

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SENIOR CONNECTION (Catholic) Southern California Edition On Page

Description:

Controlled circulation Catholic newspaper established 2002. Geared toward the 50-plus age group. Distributed at church services to attendees and subscribers.

Profile:

Female: 50% Male: 50%

82% property owners.

Average Age 62.

Gardening, wine, and travel affinity

Computer users

Distribution:

Delivered throughout 6 counties covering 7 Dioceses in Southern California.

Frequency: Monthly

Circulation: 60,000

Controlled Circulation: 54,000

Percent Subscription: 10%

Delivery Method: Mail

Special Issues:

Easter and Christmas: 8 - 15% print overrun for extra circulation

Specifications:

Publication Size: 11" x 17" full tabloid

Maximum Size: 8,5" x 11"

Tests and Selects:

Minimum Test: 60,000

Rate Card:

General	Full Page	1/2 Page	1/3 Page	1/4 Page
BW Rates	\$1,250	\$900	\$825	\$750

Ad Sizes	Width x Depth	Ad Sizes	Width x Depth
Full Page	15" x 9.5"	1/3 Page Horizontal	6.25" x 7.5"
1/2 Page Horizontal	7.5" x 9.5"	1/3 Page Vertical	3.125" x 15"

Issue	Order Date	Materials Date
1st of each month	17th of the month.	25th or each month

Media Sales Management

141 East 33rd Street - Suite 2D, New York, NY 10016

Phone: 212.532-2128 Fax: 212.532.5498

Email: info@packagemedia.com Website: <http://packagemedia.com>

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On Sale Date: End of each month

Material Requirements: Ad layout, and monthly changes no charge.

Color available with additional charge. Spot Color Red, Blue, Yellow & Green.

4-Color available, please contact us.

Art work can be accepted in Corel 10, PageMaker 6.5 Quark P.C. or Mac.

Must include hard copy, 85 line screen.

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