

Package Media, Inc.

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SENIOR CONNECTION (Catholic) Chicago, IL Edition – On Page

Description:

Controlled circulation Catholic newspaper established 1995. 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:

Distributed to attendees in 700 Catholic churches throughout Chicago, Joliet and Rockford Dioceses.
Frequency: Monthly
Circulation: 100,000
Controlled Circulation: 90,000
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
Special Ink Requirement: No

Tests and Selects:

Minimum Test: 100,000

Rate Card:

| General | Full Page | 1/2 Page | 1/3 Page | 1/4 Page |
|----------|-----------|----------|----------|----------|
| BW Rates | \$1,550 | \$1,100 | \$1,025 | \$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 of each month |

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 be accompanied with hard copy, 85 line screen.

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>