

The active age is a free monthly newspaper for, and about, people 55+ living in Sedgwick, Harvey, and Butler counties. *The active age* is a 501c non-profit newspaper and we are celebrating our 43rd year in 2022.

The active age is:

- Kansas' top 55+ news source
- Largest paper printed in the state of Kansas
- Mailed to more than 58,000 homes by request
- Award-winning

We have many special sections to advertise in throughout the year that will have special rates.

The Senior Resource Guide is our special publication that comes out in September each year. It is a very popular stand-alone booklet and people look forward to the new edition of each year.

You can take advantage of our website www.theactiveage.com to market yourself with rates as low as \$100 per month.

We offer competitive rates on all ad sizes, both in print and online. Inserts are available starting as low as \$50 per thousand on single sheets. With our ability to target zip codes, you can decide whom to send your promotional material to and not waste valuable dollars on random mailings.

I know there is a lot of information to look over, so please do not hesitate to contact me with any questions. If you would like to schedule an appointment to meet and go over any advertising needs you may have, please let me know.

Let me show you how *the active age* can be your partner and help grow your business in 2022.

Thank you for your time,

Teresa Schmied

Teresa Schmied
Advertising Manager
316-613-3547
Teresa@theactiveage.com
Advertising is an investment to your success!

Our mission: to educate, entertain and empower our readers

ADVERTISING DETAILS

DEADLINES:

Finished ads are due by noon on the 15th, email finished ads to teresa@theactiveage.com
Deadlines may be adjusted due to holidays

DISCOUNTS:

Special offers are available

PAYMENTS and BILLING:

Clients are invoiced monthly on date of publication. Finance charges of 1.5% per month after 30 days.

CONTRACTUAL AGREEMENTS:

Contract rates are given at the time of signed contract, and are guaranteed for the length of the contract. An Advertiser buying less advertising than agreed upon will be billed for the difference at the open rate when it becomes apparent that the contract will not be fulfilled.

AD DESIGN ASSISTANCE:

We can make your ad at no additional charge. Our graphic design team is able to make your ad from scratch or make changes to any ad we have made in the past. When providing a logo, please use PDF or PNG format. Out of consideration to our readership, we do not use any type font smaller than 9 point.

PHOTOGRAPHS:

Photos must be original prints, in focus and well-exposed. Digital photos are preferred. Color photos should be provided in digital format.

DIGITAL ARTWORK:

Please use jpeg or PDF format when submitting an ad. Send digital artwork to teresa@theactiveage.com

CANCELLATION:

Ads scheduled for the next issue may not be cancelled after the 20th of the month preceding the publication.

ERRORS and CORRECTIONS:

A proof is provided prior to publication for ads typeset by the active age. The advertiser should carefully review that proof and approve the ad by email. The active age will not run an ad that has does not have prior approval from the advertiser, and not liable for errors.

INSERT PROGRAM:

The active age offers an option to insert your single sheet mailer. Cost is \$50 per thousand, with a minimum mailing of 10,000. We provide circulation numbers by ZIP code.

POSTAL REGULATIONS:

Statute 1990 prohibits or restricts mailing at non-profit rates if material contains advertising for travel agencies, insurance, credit or debit card offers that contain pricing or rates.

MARKET YOUR BUSINESS THROUGH



THE LARGEST NEWSPAPER IN KANSAS

The active age is an award-winning monthly publication for people 55+. The oldest and largest publication for seniors in Kansas, mailed by name and address to 58,000 individuals in Sedgwick, Butler, and Harvey counties. *The active age* mailed circulation has a readership of 100,000.

The active age mailing list is updated weekly, maintaining an accurate delivery system to provide value for you, our business partner. *The active age* is mailed to be in homes by the first business day of each month.

The active age is also distributed to area senior centers, libraries, other select locations where mature Kansans gather. The active age is located in

The active age is now in its 43rd year, is published by Active Aging Publishing Inc, a not-for-profit corporation.

Ad deadline is the 15th of each month. *The active age* offers black and white, spot color, and four-color advertising opportunities at competitive price points, and an insert program by zip code (minimum 10,000).

The active age publishes a 4 color, stand alone 55+ Resource Guide in September.

www.theactiveage.com

The Largest Newspaper in Kansas

Use *the active age* to reach

112,000-plus readers in South-Central Kansas



the active age newspaper is an award-winning monthly publication mailed by name and address to 58,000 individuals 55 years plus in Sedgewick, Harvey, and Butler counties.

the active age is also distributed to area senior centers, libraries, other select locations where mature Kansans gather.

the active age is a non-profit, proudly serving its loyal readership for more than 40 years.

INSERT PROGRAM

BRANDING - We can insert your company's pre-printed, single-page advertising slick into *the active age* for just 5 cents a copy (\$50 per thousand) and you can get the guaranteed circulation you want while maintaining your individual branding.

DISTRIBUTION - to the entire 58,000 (approx. \$2,900) or select targeted zip codes (minimum \$500 investment for 10,000 inserts) If you have fewer than 10,000 inserts, the minimum rate applies. Rates for multi-page inserts must be negotiated with the advertising manager.

INSERTS - Inserts must completely fit inside the fold measuring 10.5" x 6.5" and *the active age* reserves the right to refuse any insert based on content, size, or postal weight limitations.

**Please contact the advertising manager for
delivery information and deadlines at
316-942-5385 or direct at 316-613-3547**

Email Teresa Schmied at teresa@theactiveage.com

**Or mail to: *the active age*
125 S. West Street, Ste 105
Wichita, KS 67213**

WEBSITE DETAILS

WWW.THEACTIVEAGE.COM

the active age website is updated monthly to ensure the most recent copy of *the active age* newspaper is available for readers who choose to read online. This list is growing rapidly and currently has approximately 5,000 hits monthly.

In addition to the monthly paper, our website offers information about clubs and organizations, health and wellness, senior centers and more. These categories can be found under the resource tab on the website. Readers can also enjoy archived issue of the active age, and web columns under the story tab.

The banner ad is at the top of each page. The feature ad is at the bottom of each article that is clicked on to read. The sidebar ads are at the bottom of the home page then on the side of all other pages. We are available to make your ad for you at no additional cost to you. Our website is a good option to reach our readers without blowing your budget:

SIDEBAR ADS

size 300x600 pixels

Open rate	\$175/month
3/month	\$150/month
6/month	\$125/month
1 year	\$100/month
Weekly	\$60 each

BANNER ADS (TOP)

size 789x90 pixels

Open rate	\$250/month
3/month	\$200/month
6/month	\$175/month
1 year	\$150/month
Weekly	\$100 each

FEATURE ADS

size 789x90 pixels

Open rate	\$200/month
3/month	\$175/month
6/month	\$150/month
1 year	\$125/month
Weekly	\$75 each

For more information,
please call Teresa at 316-613-3547
or by email at teresa@theactiveage.com

2022 Rate Sheet for *the active age*

5" x 2"

Open Rate - \$195 each
6 Month - \$175 each
1 Year - \$165 each
Color - add \$50 each

5" x 5"

Open Rate - \$450 each
6 Month - \$410 each
1 Year - \$390 each
Color - add \$125 each

2.25" x 4"

Open Rate - \$195 each
6 Month - \$175 each
1 Year - \$165 each
Color - add \$50 each

5" x 6.5" (Quarter Page)

Open Rate - \$575 each
6 Month - \$515 each
1 Year - \$490 each
Color - add \$150 each

5" x 3"

Open Rate - \$285 each
6 Month - \$255 each
1 Year - \$240 each
Color - add \$75 each

10" x 2.5" (Horizontal Strip)

Open Rate - \$420 each
6 Month - \$380 each
1 Year - \$360 each
Color - add \$150 each

5" x 4"

Open Rate - \$375 each
6 Month - \$340 each
1 Year - \$320 each
Color - add \$100 each

10" x 6.5" (Half Page)

Open Rate - \$1100 each
6 Month - \$1000 each
1 Year - \$950 each
Color - add \$200 each

10" x 13" (Full Page)

Open Rate - \$1800 each
6 Month - \$1600 each
1 Year - \$1500 each
Color - add \$300 each