

# the *active* age

## 2023 Media Kit

125 S. West St ~ Suite 105  
Wichita, KS 67213  
Office ~ 316.942.5385  
Direct ~ 316.613.3547 ~ Teresa  
Direct ~ 316.644.6379 ~ Dave

The Active Age is a free monthly newspaper for people 55 and older living in Sedgwick, Butler and Harvey counties. A 501(c)(3) organization, The Active Age relies on advertising dollars, reader donations and a small government grant to print each month.

As the largest print publication in the state of Kansas, mailed each month to 55,000 subscribers, The Active Age puts your advertising investment directly into the hands of our readers. In addition, 3,000 copies of The Active Age are distributed through news racks, libraries, senior centers and other locations throughout the three-county area.

The Active Age's award-winning content is also available online at theactiveage.com. The website is regularly updated to include our current issue, popular archived articles, breaking news, events, timely tips and more.

The Active Age is a proud member of the Kansas Press Association and NAMP (North American Mature Publishers Association).

**Let us show you how The Active Age can be your partner and help grow your business in 2023!**

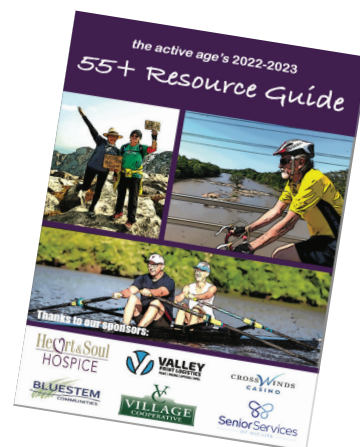
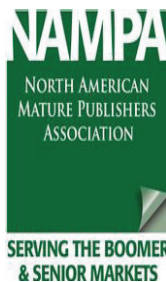
Thank you for your time,

*Teresa Schmied*

Teresa Schmied  
Advertising Manager  
316.613.3547 or  
teresa@theactiveage.com

*Dave Gear*

Dave Gear  
Advertising Sale Rep.  
316.644.6379 or  
dave@theactiveage.com



**Advertising is an investment in your success!**

# It's all in the details...

## DEADLINES:

Finished ads are due by noon on the **15th of each month**. Deadlines may be adjusted due to holidays. Email ads to [teresa@theactiveage.com](mailto:teresa@theactiveage.com)

**\*please submit art work in pdf. or jpeg.**

## AD DESIGN ASSISTANCE:

We can make your ad at no additional charge. 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 pt.

## POSTAL REGULATIONS:

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

## ERRORS and CORRECTIONS:

A proof is provided prior to publication for ads typeset or made by the active age. The advertisers should carefully review that proof and email approval. The active age will not run ads without this approval and is not liable for errors.

## INSERT PROGRAM:

The active age offers an option to insert your single sheet mailer. Cost is \$75 per thousand, with a minimum mailing of 10,000. We provide circulation numbers by ZIP code. **(\$750.00 initial investment)**

## CANCELLATION:

Ads scheduled for the next issue may **NOT** be cancelled after the 15th of the month in which ad is to print.

## PAYMENTS:

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

## CONTRACTUAL AGREEMENTS:

Contract rates are guaranteed for the length of the contract. An advertising buying less advertising than agreed upon in contract will be billed for the difference at the open rate once it becomes clear the contract will not be fulfilled.

**Don't sign if you don't want to commit.**

the **active**age

[theactiveage.com](http://theactiveage.com)



Use the active age to reach  
112,000 + readers in  
South-Central KS.  
Located in 150+  
racks/businesses  
throughout the three  
counties.

Educate,  
Entertain,  
Empower!



[theactiveage.com](http://theactiveage.com)

## **Covering Sedgwick ~ Butler ~ Harvey Counties**

**Augusta, El Dorado, Andover, Wichita, Derby, Valley Center, Park City, Newton, Towanda, Benton, Rose Hill, Goddard, Cheney, Bel Aire, Colwich, Kechi, Halstead, Hesston, Haysville, Maize and many more.**

# Website Details

**theactiveage.com**

Position your  
company to be  
seen by  
thousands of  
loyal readers.

The Active Age website is updated regularly to ensure the most recent copy of the newspaper along with back issues, popular archived articles, breaking news, events, timely tips and more. The website also offers information about clubs and organizations, health, wellness, senior centers and more

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 the other pages.

**Our website is a great option to reach our readers without blowing your budget.**

**Sidebar Ads**  
Size 300x600 pixels

3/Month \$175.00  
6/Month \$150.00  
1 Year \$125.00

**Banner Ads (top)**  
Size 789x90 pixels

3/Month \$250.00  
6/Month \$225.00  
1 Year \$200.00

**Feature Ads**  
Size 789x90 pixels

3/Month \$200.00  
6/Month \$175.00  
1 Year \$150.00

## Insert Program

We can insert your company's pre-printed, single-page-advertising slick into The Active Age and get the guaranteed circulation you want while maintaining your individual branding.

**Distribution:** to the entire 58,000 or selected zip codes (minimum investment of \$750.00 for 10,000 inserts) If you have less than the 10,000 inserts, the minimum rate applies. Rates for multiple 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 limits. Client is responsible for having the preprinted insert and taken to Valley Print Logistics, 160 S. Sheridan Ave, Valley Center, KS 67147.

For any questions on inserts please contact  
Teresa Schmied, Advertising Manager  
316.613.3547 or 316-942-5385 or  
by email at [teresa@theactiveage.com](mailto:teresa@theactiveage.com) or  
Dave Gear, Sales Rep. 316-644-6379 or  
by email [dave@theactiveage.com](mailto:dave@theactiveage.com)

**\$75 per  
1,000 inserts**

the **activeage**

the **active**age

# 2023

## Advertising Calendar

\*special rate sheets

[theactiveage.com](http://theactiveage.com)

### January

M T W T F S S

Fun & Fitness  
Legal Services &  
Financial Planning

### February

M T W T F S S

Valentine's Day  
\*Senior Resource  
Services  
\*Memory Care

### March

M T W T F S S

\*Retirement  
Communities  
\*Assisted Living  
Communities

### April

M T W T F S S

\*Volunteer Month  
\*Health & Wellness  
\*Senior Real Estate

### May

M T W T F S S

\*Grandparents Guide  
Mother's Day  
Vision Month

### June

M T W T F S S

Father's Day  
\*Homes Plus  
\*Home Health

### July

M T W T F S S

\*Long-Term Care  
\*Hospice Care

### August

M T W T F S S

\*55+ Resource Guide

### September

M T W T F S S

\*55+ Resource Guide  
Fall Events

### October

M T W T F S S

Fall Events  
\*End of Life Planning

### November

M T W T F S S

\*Aging in Place

### December

M T W T F S S

Holiday Gift Guide  
Holiday Events

# 2023 Rate Sheet for The Active Age



**2 x 2**

**(5" x 2") Actual Size or**

**1 x 4**

**(2.25" x 4") Actual Size**

**Open Rate - \$205**

**6 Month - \$186**

**1 Year - \$175**

**Color - add \$50 each**

**Column Inches**

**1 column = 2.25" wide**

**2 columns = 5" wide**

**3 columns = 7.5" wide**

**4 columns = 10" wide**

**2 x 6.5 ~ Quarter Page**

**(5" x 6.5") Actual Size**

**Open Rate - \$585**

**6 Month - \$525**

**1 Year - \$500**

**Color - add \$150**

**2 x 3**

**(5" x 3") Actual Size**

**Open Rate - \$295**

**6 Month - \$265**

**1 Year - 250**

**Color - add \$75**

**"I want every advertiser to know that I'm sure my clients have increased due to advertising in The Active Age."**

**I recommend every business connected to our aging population use The Active Age newspaper."**

**4 x 6.5**

**Horizontal Strip  
(10" x 2.25") Actual Size**

**Open Rate - \$430**

**6 Month - \$390**

**1 Year - \$370**

**Color - add \$150**

**2 x 4**

**(5" x 4") Actual Size**

**Open Rate- \$385**

**6 Month - \$350**

**1 Year - \$330**

**Color - add \$100**

**Kathy Adkins MSN/ED RN  
Dementia Specialist.**

**Rates are  
per month.**

**4 x 6.5 ~Half Page**

**(10" x 6.5") Actual Size**

**Open Rate - \$1,100**

**6 Month - \$1,000**

**1 Year - \$950**

**Color - add \$200**

**2 x 5**

**(5" x 5") Actual Size**

**Open Rate- \$460**

**6 Month - \$420**

**1 Year - \$400**

**Color - add \$125**

**For More Information.**

**Teresa - 316-613-3547 or  
teresa@theactiveage.com**

**Dave - 316-644-6379 or  
dave@theactiveage.com**

**4 x 13 ~ Full Page**

**(10" x 13") Actual Size**

**Open Rate- \$1,800**

**6 Month - \$1,600**

**1 Year - 1,500**

**Color - \$300**