



# the *active*age

## 2024 Media Kit

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. Sedgwick, Harvey and Butler counties.

The Active Age's award-winning content is also available online at [theactiveage.com](http://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

Let us show you how The Active Age can be your partner and help grow your business in 2024!

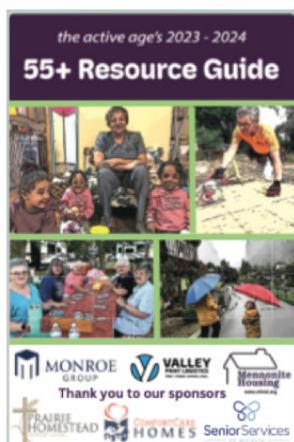
Thank you for your time,

*Teresa Schmied*

Advertising Manager  
316.613.3547 or  
[teresa@theactiveage.com](mailto:teresa@theactiveage.com)

*Dave Gear*

Dave Gear  
Advertising Sale Rep.  
316.644.6379 or  
[dave@theactiveage.com](mailto:dave@theactiveage.com)



Educate.  
Entertain.  
Empower.

Since 1974



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## **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 create 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 pricing or rates for insurance, travel agencies, or credit/debit cards.

## **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)** more info. on Website/Insert information page

## **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 guranteed for the length of the contract. An advertiser 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.

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



# the *active*age

Use the active age to reach  
55,000 + homes,  
South-Central KS.  
Located in 80+  
racks/businesses  
throughout the three  
counties.

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## **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.**



## WEB RATES

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 More Information ~ Contact

**Teresa 316-613-5385 or [teresa@theactiveage.com](mailto:teresa@theactiveage.com)  
or Dave 316-644-6379 ~ [dave@theactiveage.com](mailto:dave@theactiveage.com)**

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## Advertising Calendar

\*special rate sheets

**Theactiveage.com**

### January

\*Fun & Fitness  
\*Legal Services &  
Financial Planning

### February

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

### March

\*Retirement  
Communities  
\*Assisted Living  
Communities

### April

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

### May

\*Grandparents Guide  
Mother's Day  
Vision Month

### June

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

### July

\*Long-Term Care  
\*Hospice Care  
\*Political ads

### August

\*55+ Resource Guide  
\*Political ads

### September

\*55+ Resource Guide  
Fall Events  
\*Political ads

### October

Fall Events  
\*End of Life Planning  
\*Political ads

### November

\*Aging in Place  
Veteran's Day  
\*Political ads

### December

Holiday Gift Guide  
Holiday Events