

the *active*age

2024 Media Kit

The Active Age - originally known as Active Aging- started on the campus of WSU in 1979 as a project of the school's Gerontology Center, and Central Plains Area Agency on Aging (CPAAA)

In 2000, The Active Age became a stand-alone 501 (c) (3) nonprofit and moved to its present location at 125 S West St.

Today the paper is mailed to about 54,000 subscribers each month. An additional 3,000 copies are distributed through senior centers, libraries and newspaper racks.

The Active Age is a free monthly newspaper for those 55+, anyone disabled or their caretaker. We service Sedgwick, Harvey, & Butler counties. We rely on advertising dollars, donations and a grant through the Older Americans Act to print each month.

As the largest print newspaper in the state of Kansas, The Active Age puts your advertising investment directly into the hands of our loyal and valued readers. The Active Age's award winning content is also available online at theactiveage.com. Our website is regularly updated to include our current issues, popular stories are archived on the website by month and year. We also provide breaking news, events, timely tips and more.

Let us show you how The Active Age can be your partner and help grow your business in 2024! Advertise in the newspaper, The 55+ Resource Guide, Grandparent's Guide to Fun or a web ad.



***The Active Age is a proud member
of the Kansas Press Association.***

Educate. Entertain. Empower.

All The Details

Deadlines

All artwork is due by the 15th of each month for the upcoming issue. i.e. July ad is due June 15th. Email ads to toteresa@theactiveage.com in png., jpeg, or pdf file.

Payments

Clients are invoiced monthly on date of publication. Finance charges will be applied if balance is over 30 days old at 1.5%

Cancellations

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

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

Contractual Agreements

Contract rates are guaranteed for the length of the contract. An client 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

Insert Program

We do offer inserts, see Insert Program on page three.

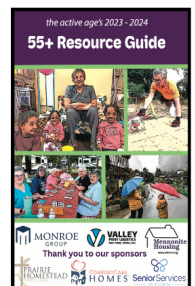
Ad Design Assistance

We can assist with your ad creation if needed. When providing a logo, use a PDF, or PNG file

Errors & Corrections

Before publication, The Active Age provides a proof for ads typeset or created. It is the customer's responsibility to thoroughly review the proof and email any changes or approval to teresa@theactiveage.com.

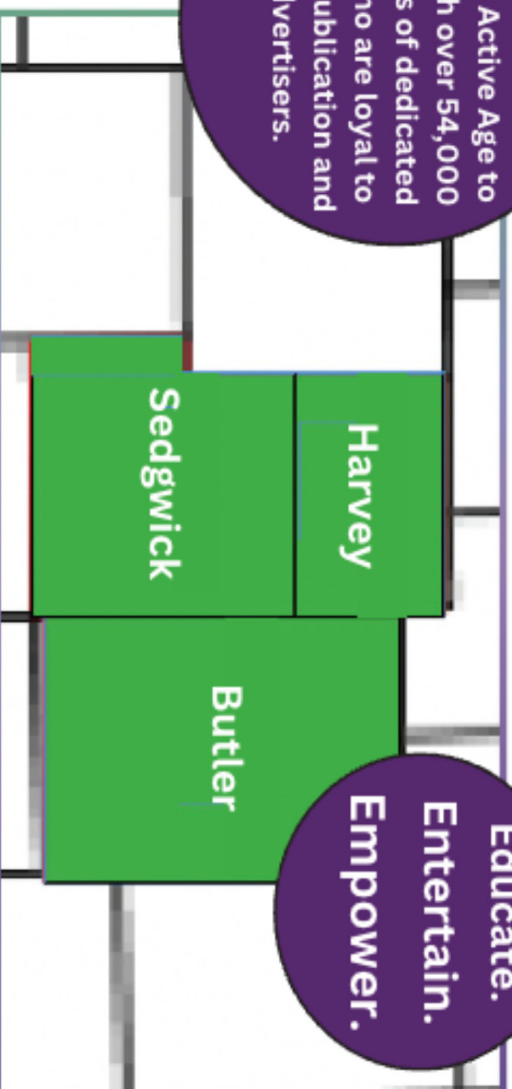
Ads will not be published without this approval, and we are not responsible for any errors.





Utilize The Active Age to engage with over 54,000 households of dedicated readers who are loyal to both this publication and our advertisers.

Educate.
Entertain.
Empower.



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 more.

www.theactiveage.com



Web Ad 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, 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 web ads are great option to reach our readers without blowing your budget!

Sidebar Ad	Banner Ads (top)	Feature Ads
Size 300x600 pixels	Size 729x90 pixels	Size 729x90 pixels
3/month \$175	3/month \$250	3/month \$200
6/month \$150	6/month \$225	6/month \$175
12/month \$125	12/month \$200	12/month \$150

Insert Information

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

Distribution: You can insert to the full 54,000 mailing list or target only the zip codes that you want to reach. Inserts are \$75 per 10,000. If you have less than \$10,000 the minimum charge of \$750 will be charged to your account.

*Rates for a multiple page insert MUST be negotiated with the Advertising Manager -
Teresa Schmied teresa@theactiveage.com or 316-613-3547.*

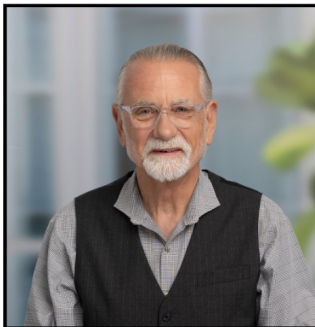
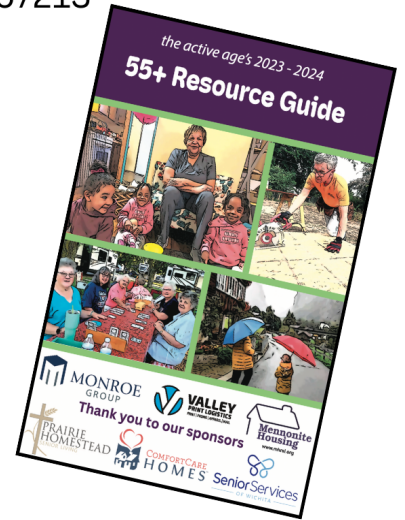
Inserts: Inserts must completely fit inside the fold measuring 10.5" x 6.5" and The Active Age reserves the right to refuse any insert on content, size, or postal weight limits. Client is responsible for having the preprinted inserts to Valley Print Logistics, located at 160. S Sheridan, Valley Center, KS 67147

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125 S. West St., Suite 105 - Wichita, KS 67213



Teresa Schmied
Advertising Manager
316-613-3547 Direct
316-942-5385 Office
teresa@theactiveage.com



Dave Gear
Contract Sales
316-644-6379 Direct
316-942-5385 Office
dave@theactiveage.com



****Targeted Audience**** Print publications often cater to specific demographics, making it easier to reach an audience that is already interested in your type of product or service.

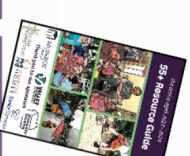
The Active Age brings you the niche audience you desire.

Print media should be an important piece of your marketing plan. Let us show you how. Call today.

Educate. Entertain. Empower.



2024-25 ADVERTISING CALENDAR



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Fun & Fitness, Legal Services, Financial Planning	Valentine Deals, Sr. Resource Services, Sr. Real Estate	Retirement, Assisted Living, Memory Care	Celebrate Your Volunteers, Health & Wellness	Mother's Day, Mental Health Awareness & Vision Month <i>*Grandparent's Guide To Fun</i>	Father's Day, Homes Plus & Home Health Care

For more information call Teresa at 316-613-3547 or Dave at 316-644-6378

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
July 4th Specials, Long-Term Care, Hospice Care <i>*55+ Resource Guide</i>	Dog Days of Summer, Fall Events <i>*55+ Resource Guide</i>	Medicare Special, Patriots Day, Events <i>*55+ Resource Guide</i>	Events, End of Life Planning,	Veteran's Day, ALZ. Awareness, Aging in Place	Holiday Greetings, & Sales Holiday Events 

MAILED TO 54,000 SUBSCRIBERS IN SEDGWICK,
HARVEY, & BUTLER COUNTIES.

www.theactiveage.com

2024 Advertising Rates

5" x 2" or 2.25" x 4"

Open Rate \$205

6x \$186

12x \$175

Color + \$50

5" x 3"

Open Rate \$295

6x \$265

12x \$250

Color + \$75

5" x 4"

Open Rate \$385

6x \$350

12x \$330

Color + \$100

5" x 5"

Open Rate \$460

6x \$420

12x \$400

Color + \$125



theactiveage.com

**Print
Advertising
Works!**

**Let us
show you
how.**

**All rates
are per
month.**

5" x 6.5"

Open Rate \$585

6x \$525

12x \$500

Color + \$150

10" w x 2.25"

Open Rate \$475

6x \$450

12x \$400

Color + \$150

10" w x 6.5"

Open Rate \$1,100

6x \$1,000

12x \$950

Color + \$150

10" w x 13"

Open Rate \$1,800

6x \$1,600

12x \$1400

Color + \$300

Teresa@theactiveage.com or 316-613-3547 ~

Dave@theactiveage.com or 316-644-6379