

the *active*age

2025 Media Kit

The Active Age, initially called Active Aging, originated at Wichita State University (WSU) in 1979 as a project of the university's Gerontology Center in collaboration with the Center Plains Area Agency on Aging (CPAAA). In 2000, the Active Age transitioned into an independent 501(c)(3) nonprofit organization and relocated to its current location at 125 S West St.

Today, the newspaper is distributed monthly to approximately 54,000 subscribers by mail, with an additional 3,000 copies available at senior centers, libraries, and newspaper racks within Sedgwick, Harvey and Butler counties. You can also find a digital copy of the monthly newspaper on our website.

As the largest print newspaper in the state of Kansas, The Active Age ensures that your advertising investment reaches our loyal and valued readers directly.

The award-winning content of The Active Age is also accessible online at theactiveage.com. Our website is frequently updated with the latest issues, and popular stories are archived by month and year. In addition, we offer breaking news, event updates, timely tips, and more.

Print advertising remains effective, especially when targeting a specific niche. Let us demonstrate how "The Active Age" can play a crucial role in your 2025 marketing strategy for the 55+ community.



*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 teresa@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%

FIRST TIME ADS NEED TO BE Pre-Paid*

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

Contracts need to be signed for any advertising that is planned for 6x or more.

Insert Program

We do offer inserts, see Insert Program on page three. Minimum cost starts at \$750

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.

Harvey

Sedgwick

Butler

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 frequently updated to provide the latest newspaper edition, back issues, popular archived articles, breaking news, events, timely tips, and more. It also offers information about clubs, organizations, health, wellness, senior centers, and additional resources.

The banner ad is displayed at the top of every page. The feature ad appears at the bottom of each article when it is clicked to be read. Sidebar ads can be found at the bottom of the homepage and along the side of all other pages.

Our web ads are great option to reach our readers without blowing your budget!

Sidebar Ad
Size 300x600 pixels

3/month \$175
6/month \$150
12/month \$125

Banner Ads (top)
Size 729x90 pixels

3/month \$250
6/month \$225
12/month \$200

Feature Ads
Size 729x90 pixels

3/month \$200
6/month \$175
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.*

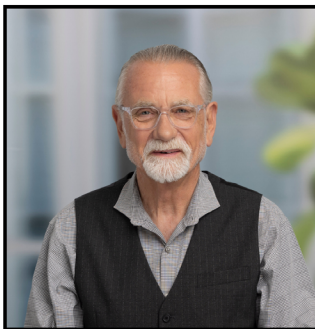
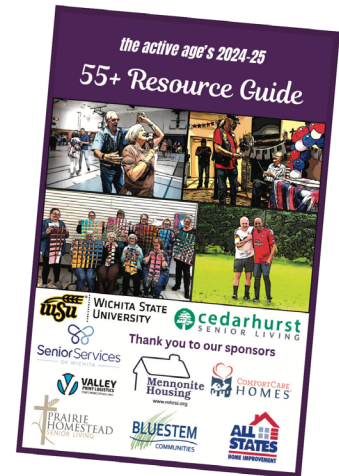
Inserts: Inserts must completely fit inside the fold measuring 10.5" x 6.5" and The Active Age reserves the right to refuse any insert on content, size, or postal weight limits. Client is responsible for having the preprinted inserts to Valley Print Logistics, located at 160. S Sheridan, Valley Center,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

the *active* age

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!

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2025 Advertising Calendar

JANUARY

Money Matter\$
Financial Planning

FEBRUARY

Legal Services
Senior Resources

MARCH

Sr Real Estate
Retirement/
Assisted Living,
Home's Plus

APRIL

Salute Your
Volunteers,
Health & Wellness

MAY

Mother's Day
Sr Mental Health

Grandparent's Guide

JUNE

Father's Day
Dementia &
Memory Care

JULY

Long-Term Care,
Hospice Care,
July 4th Specials

55+ Resource Guide

AUGUST

Pawsitive Vibes,
Medicare Special

55+ Resource Guide

SEPTEMBER

Patriot's Day,
Medicare Special,
Fall Events

55+ Resource Guide

OCTOBER

End of Life Planning
Fall Events

NOVEMBER

Aging in Place,
Holiday Events

DECEMBER

Holiday Greetings,
Sales, & Events

For more information on any of our upcoming special advertising sections, call or email Teresa@theactiveage.com or 316-613-3547 or Dave@theactiveage.com or 316-644-6379
www.theactiveage.com

**5" x 2" or
2.25" x 4"**

**Base \$200
6x \$175
+\$50 color**

5"x 3" or 2.25" x 3"

**Base \$270
6x \$250
+\$75 color**

5" x 4"

**Base \$350
6x \$330
+ \$100 color**

5" x 5"

**Base \$445
6x \$425
+ \$125 color**

The base
rate is for
any ad
that runs
1-5x.
*Contracts
required on
6x accounts.*

*All rates are
priced in b/w.
Color cost are
listed by each
ad size.*

*All rates are
per month.*

Reach
54,000
Subscribers
a month.



For more info.
call or email

5" x 6.5" Qtr. page

**Base \$535
6x \$500
+ \$150 Color**

10" x 2.25" Strip

**Base \$550
6x \$525
+\$100 color**

10" x 6.5" Half-pg

**Base \$1,000
6x \$950
+ \$200 color**

10" x 13" Full-pg

**Base \$1,600
6x \$1,450
+ \$300 color**

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Dave@theactiveage.com or 316-644-6379