



Seniors Today

Advertising Rate Sheet

Seniors Today, a publication of the Cohoes Multi-Service Senior Citizens Center, Inc., reaches 1000 seniors each month through direct mail and community drop sites.

Sixteenth Page Ad	\$25
Calendar Ad*	\$35
Eighth Page Ad	\$50
Quarter Page Ad	\$80
Half Page Ad	\$125

Ad sizes can be seen on the reverse of this page. Advertisers agreeing to a one year contract will receive a 10% discount on the monthly rate.

For more information or to advertise in Seniors Today, please contact Keith Hornbrook at 518-235-2420 or by email at khornbrook@cohoesseniorecenter.org.

Company Name: _____	Contact name _____
Address: _____	City _____ State: _____ Zip Code: _____
Telephone: _____	Fax: _____ Email: _____
Ad Size: _____	Insertion month: _____ End Month: _____
Total Cost: _____ (Please make checks payable to CMSSCC, 10 Cayuga Plaza, Cohoes, NY 12047)	
<p>Ad copy must be received as a PDF or .tiff file. It must be set at 300 d.p.i. to ensure printing clarity. If you need assistance laying out your ad, please contact us at 518-235-2420. Hard copies of ads may be submitted. All copy is due on the 10th of the month preceding the insertion period.</p>	

* Calendar Ads are those placed directly around the event and meals calendar in the center of the newsletter.

Quarter Page
5" X 3 7/8"

Eighth Page
2 3/8" X 3 7/8"

Sixteenth Page
2 3/8" X 1 4/5"

Calendar Size
1 3/4" X 2 3/4"

Half Page
5" X 8"