

coastal senior

savannah | hilton head | bluffton | beaufort



▶▶ ABOUT THE MAGAZINE

CoastalSeniorisacomplimentarymagazinetargetedtotheactive50+demographic.Itprovidesolderadultswithuseful,practicalinformationtohelpthemmakeinformeddecisionsabouttheirhealth,finances, and general wellness.

CoastalSeniorreadersaresocial,activeindividualsseekingoutnewrecreationopportunitiesandwaysto help one another, themselves, and their community.

CoastalSeniorprovidesalocalangletonationaltrends,whileprovidinganoutlettoshowcaseareaseniors making a difference.

ThroughCoastalSenior,activeseniorsstayinformedonissuesofconcerntothem,namelyhealth-care, finance, elder care, travel, and leisure activities.



▶▶ DISTRIBUTION

Weprintanddistribute20,000copiesofCoastalSeniormonthly.Thedistributionrangesthroughout greaterSavannah,HiltonHeadIsland,Bluffton,andBeaufort.Thisincludes2,400copiesdistributedto the residences in the gated community of Sun City Hilton Head and 2,400 copies distributed to TheLandings,agatedcommunityinSavannah.Almost4,000copesaredirect-mailedtohouseholdswith subscriptions.

The rest (more than 50%) are available through rack distribution which includes more than 100 locations, among them: CVS pharmacies, Kroger stores, Piggly Wiggly stores, YMCA locations, and numerous physicians' offices, stores, boutiques, churches, coffee houses, and other places Baby Boomers congregate.

Coastal Senior is also available online at www.coastalsenior.com



▶▶ OUR AUDIENCE

CoastalSeniorisreadbythefastest-growingmarketsegment:BabyBoomers.By2030,anestimated one in five of the U.S. population will be 65 years of age or older. (Harris Poll)

By 2025, the number of Georgians over age 65 will increase 77%. (Georgia State University's Health Policy Center)



▶▶ FOR MORE INFORMATION

Please contact Sommer Nixon at 912.652.0239 or sommer.nixon@savannahnow.com for more information on advertising opportunities in Coastal Senior.

▶▶ AD DIMENSIONS

Ad Type	Column Width	Depth
Double Truck	10 (18")	10.25"
Full Page	5 (8.7292")	10.25"
1/2 Horizontal	5 (8.7292")	5"
1/2 Vertical	3 (5.1875")	8"
Biggie 1/3	3 (5.1875")	7"
1/3 Vertical	2 (3.4167")	8"
1/4 Vertical	2 (3.4167")	6.5"
1/4 "Square"	3 (5.1875")	4.75"
1/8 Horizontal	2 (3.4167")	4"
1/16	2 (3.4167")	2"

▶▶ RATES & POSITIONING

Premium Positioned Ads

Premium positions include those ad placements on the back cover, inside back cover, and page three. All premium positioned ads are on frequency contract of six months or 12 months and must include color.

Guaranteed Position Ads

In addition to the premium positioned ads on covers, guaranteed positions are available for a 10% upcharge.

4-COLOR (all rates are net) All rates include color

RATES 2010	1x	3x	6x	12x
Double Truck (20 % off 2 full pages)	\$2,530	\$2,355	\$2,175	\$2,000
Full Page	\$1,530	\$1,400	\$1,275	\$1,150
1/2 Horizontal	\$811	\$740	\$670	\$600
1/2 Vertical	\$811	\$740	\$670	\$600
Biggie 1/3	\$730	\$670	\$610	\$550
Vertical Banner	\$546	\$514.50	\$483.00	\$530.50
1/3 Vertical	\$650	\$600	\$550	\$500
1/4 Vertical	\$430	\$390	\$350	\$312
1/4 "Square"	\$430	\$390	\$350	\$312
1/8	\$350	\$300	\$250	\$200
1/16	\$210	\$180	\$150	\$120

20% off Coastal Senior Ad if pick-up is from Do, NOW, Neighbor or Savannah Morning News product. All ads include a Web component.

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▶▶ AD DEADLINES

Cover Date	Space Deadline (Ad Size Confirmed w/ Insertion Order)	Camera Ready (No Proof)
February	1/20/10	1/21/10
Märch (Health & Fitness)	2/17/10	2/18/10
April	3/17/10	3/18/10
May	4/14/10	4/15/10
June	5/19/10	5/20/10
July	6/16/10	6/17/10
August	7/14/10	7/15/10
September	8/18/10	8/19/10
October	9/15/10	9/16/10
November	10/20/10	10/21/10
December	11/17/10	11/18/10
January 2011	12/15/10	12/16/10

▶▶ INSERTIONS

PREPRINTED INSERTS Prices shown are per thousand copies		OPEN	3x	13x	26x	48x
Single Sheet		\$33	\$32	\$31	\$30	\$27
Less than 8 page tab	\$43	\$41	\$40	\$38	\$34	
8 page tab		\$64	\$60	\$59	\$56	\$51

Insert Maximum Dimensions: 10" (wide) x 11" (deep)
 Insert Minimum Thickness: 0.005 inches (card stock)
 Please Call: for quotes above an 8-page tab and for delivery hours and contacts.

Insert Minimum Dimensions: 5" x 7"
 Distribution of Inserts: by full run only.

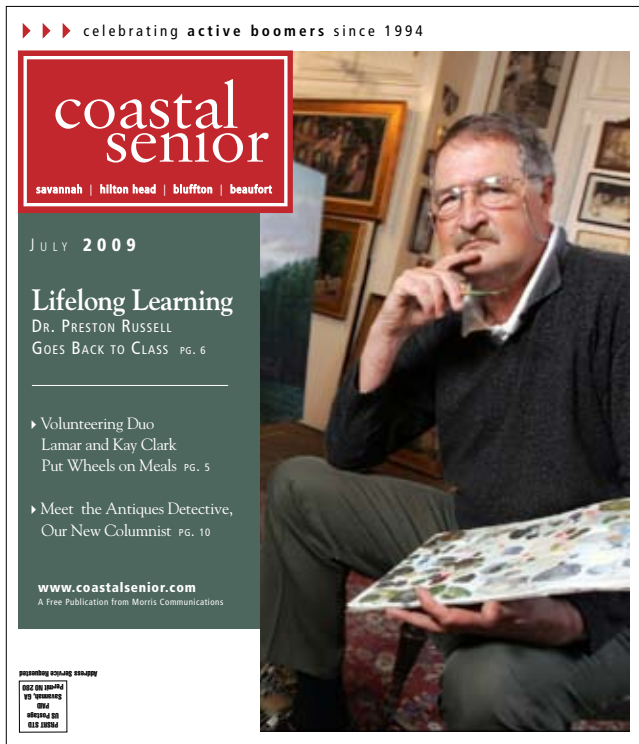
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▶▶ RATES & POSITIONING



ftp.savannahnow.com
username: csenior
password: csenior!

ADS SUPPLIED ELECTRONICALLY

For electronic transfer of ads, we accept Macintosh files ONLY. Ads can be submitted on CDs and zip disks that are Mac compatible, please DO NOT send floppy disks. Acceptable APPLICATIONS are:

- Quark Xpress 5.0
- FreeHand 9
- Adobe Illustrator 8.0 (convert ALL text to paths)
- InDesign — Collect font output
- Adobe Photoshop 7.0 (leave ad as layered .psd file if it is to be resized)
- Adobe Acrobat 4.0 (prefer pdf files with fonts embedded. Coastal staff can provide pdf settings if necessary.)

COLOR

Spot color must be built as or converted to CMYK colors to avoid complications. We strongly discourage the use of Pantone™ colors, as their CMYK conversion may not translate properly.

SUPPORT FILES

All support files (art and fonts) MUST accompany the ad submitted. All fonts must be for Macintosh systems and be either TrueType or Postscript. If Postscript, they must include both screen and Postscript portions. All art must be the ORIGINAL art files and color photos must be saved as CMYK. IMAGE FORMATS MUST be at least 200dpi and 150dpi. We accept the following formats: tif, eps, and jpg. Images off of the Web or embedded in a Microsoft Word document will not be accepted. Photographs to be scanned must be larger than 3" x 4.5"

INTERNET TRANSFER

Ads can be submitted via email to the following address: ads@coastalsenior.com Please keep in mind that our email system can ONLY accept files that are less than 2 MB. Files may be compressed and sent as a Zip or Stuffit archive. For files that are 2MB or larger, our FTP server may be used.

REMEMBER

Use no spaces or characters such as a hyphen, in naming the file. Please email a confirmation of submission message along with the file/folder name. If you are using a PC, you can upload directly from your Internet carrier — such as Explorer. If you are using a Mac, you will need to use a program, such as Fetch or Interarchy to upload files.

AD DESIGN

Ads designed by our on-staff graphic designers is a complimentary service to our customers. Client must provide logos and/or photos to be used in the ad. You will receive one proof, with changes restricted to typographical errors. Ads designed by us must be used in our issue before appearing in other publications.

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WEBSITE

www.coastalsenior.com

▶▶ OUR COLUMNISTS

ANTIQUES DETECTIVE

Anne Gilbert offers an expert's perspective.

DR. JIM

Words of wisdom from Dr. Jim Strawbridge, a specialist on addictions.

FOOD FIX

Chef Darin, a culinary graduate of Johnson & Wales University and Director of the 700 Kitchen Cooking School at the Mansion on Forsyth Park, dishes out delicious advice to cooks of all skill levels.

LEGAL LINES

Learn to identify and consider age-related legal complications as outlined by Bob Mason, an elder law attorney certified by the National Elder Law Foundation.

LIGHTER VIEW

Bess Chappas takes a lighter, mostly humorous, look at senior living in Savannah.

MENTAL FLOSS

An informative column from licensed clinical social worker Pat Mooney, on healthy mental aging.

HEALTH & WELLNESS

Where aware seniors turn for advice on health maintenance, prevention and well-care.

SETH SAYS

Q&A where money and financial related questions posed by readers are addressed by Seth Kovensky, CFP.

Along with these regular columnists, we bring you senior - oriented news and features each month.

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