

Some Facts

70% of all wealth in the US is controlled by people 50 years of age and older

40% of all consumer spending is done by people 50 years of age and older

50 percent of all discretionary spending is done by people 45 years of age and older

New Mexico has the **fourth fastest-growing** senior population in the US

New Mexico's senior population grew by **30.1%** between 1990 and 2000

37% of adults 20 years and older in **Dona Ana County** are people 50 years and older

38% of adults 20 years and older in **Las Cruces** are 50 years and older

(Sources: US Census Bureau & National AARP)

About Southwest Senior

Southwest Senior is in its ninth year of publishing in Las Cruces and Dona Ana County. As of June of 2007, its distribution is between 10,000 and 13,000 copies every month. The majority are distributed at 70 locations throughout the city of Las Cruces and Dona Ana County. While direct mails remains a small percentage of its distribution, Southwest Senior offers free and paid subscriptions to those who want to receive it at home or work.

January 2007, Southwest Senior launched its weekly radio program on KSNM 570 AM. The program mirrors the monthly paper and features interesting guests from the area. Advertisers are given an opportunity to advertise in both the paper and the radio program.

Rates and Specifications

Display Rates

	Open Rate	3X	6X	12X
Full Page	924	832	750	676
1/2 Page	693	624	566	508
1/3 Page	462	416	376	398
1/4 Page	347	312	277	249
1/8 Page	289	260	231	208
Full Banner**	308	278	250	225
1/2 banner**	171	154	138	125
Biz Card*			52.50	47.25

*Biz Cards require at least a 6-month contract. Changes to the Biz Card advertisement from month to month are the responsibility of the advertiser.

**Banners only appear on section fronts and are four-color with limited availability

Color

Process blue, red, yellow or Publisher's standard

One color -- \$50

Two colors -- \$100

Three colors -- \$150

Four Colors -- \$200

Display Sizes

Full Page 10.125" x 15"

Half Page Horiz. 10.125" x 7.375"

Half Page Vert. 4.88" x 15"

1/4 page vert. 4.875 " x 7.375"

1/4 page horiz. 10.12" x 3.47"

1/8 page 4.88" x 3.56"

Full Banner 10.12" x 1.5"

Half Banner 3.86" x 1.46"

Biz Card 3.30" x 2.06

Southwest Senior can receive PDF files or files compatible with Mac computers, Adobe InDesign2 or CS3, Adobe Photoshop or Illustrator. Files must be emailed to swsenior@zianet.com before the 18th of the month to ensure it is in the following month's publication. It always is best to call to ensure artwork was received.

Deadlines

Space reservation

15th of month for next month

Artwork

20th of the month for the next month

Publish

First week of month

