

Advertise in Spectrum — Our Readers Are Your Best Potential Customers!

NORTH COUNTY
SPECTRUM For the Best Years Of Your Life

KNOW YOUR MARKET: *BOOMERS AND BEYOND*

With people in their 70s skiing, those in their 80s running marathons and surfing the Internet and new retirees taking up sports and hobbies at a rapid rate, retirement and aging have a new look and energy.

It's a wise choice to include the older adult demographic in your marketing strategy. The 55+ market is the fastest growing, most affluent segment of our population, and Spectrum is one of the most effective vehicles reaching this audience.

Spectrum readers are active — actively challenging both their minds and bodies. They are active in investing and purchasing homes and automobiles. They are active socially. Dining out, attending cultural and sporting events and traveling are inherent to their lifestyles. They are doing their best to enjoy all the benefits and opportunities that come with each new phase of life.



According to the last U.S. Census, adults 50+ represent 76 million people, 37% of the total U.S. population over 18. Demographic trends associated with the aging baby boomer population, plus gains in longevity, will bring the 50+ market to over 106 million by 2015, when they will account for 45% of the adult population. This group is quickly becoming a social and political force

to be reckoned with, and hence, a very attractive market for a wide range of advertisers.

The fact is, the 55+ market — Spectrum readers — represent a tremendous opportunity across all business categories.



SPECTRUM: *THE WEEKLY NEWS FOR GENERATIONS*

Spectrum targets your market and reaches the people you want to see your advertising message! As a weekly Friday publication, Spectrum has been the news and information source for older adults for more than three decades! The convenient size ensures that our paper is read cover to cover. Your ad will not be overlooked. One issue each month features a special section on a topic such as finance, nursing facilities, health and retirement living — the things that matter most to our readers. Spectrum reaches more than 100,000 readers each month through paid subscriptions and free weekly distribution at hundreds of locations throughout the greater North County San Diego area.

Spectrum also produces *Golden Pages*, a valuable senior information and resource directory. Useful and regularly requested, *Golden Pages* is published annually and is available year-round at many locations. Copies also are distributed at area events appropriate to our readership.



Mature adults read newspapers more than any other age group. Spectrum is the only newspaper in the area that specifically targets this niche market — and has since 1971. Spectrum is being read and enjoyed by an increasing number of new readers each week.

It's time you reached Spectrum readers with your advertising message. Call today and let us help you incorporate Spectrum into your overall marketing strategy. See reverse for more information.





DESIGN SERVICES

Make sure your advertising message is presented in a way that is clear and attractive to readers. Spectrum's creative department can help you create an effective ad or ad campaign free of charge.

SPECIAL SECTIONS

Spectrum's special sections at the end of each month are well-read and offer an opportunity to place your ad on pages that may focus on a subject related to your business. The annual special section schedule is as follows:

JANUARY
Senior Health Forum

FEBRUARY
Focus on Finance

MARCH
Your Active Life
Retirement Living

APRIL
Assisted Living

MAY
Travel & Recreation

JUNE

JULY
Health & Well-Being

AUGUST
Recreation & Travel

SEPTEMBER
Your Active Life
Retirement Living

OCTOBER
Assisted Living/Nursing

NOVEMBER
Happy Holiday

DECEMBER

GOLDEN PAGES DIRECTORY

Published In December • Reserve ad space by November - call for rates



ADVERTISING INFORMATION

ADVERTISING RATES

OPEN RATE: \$26.50 per column inch

ANNUAL BULK CONTRACT RATES:

Column Inches per year	Column inch rate
40"-79"	\$22.60
80"-149"	\$21.40
150"-299"	\$20.20
300"-499"	\$18.90
500"-799"	\$17.60
800"	\$16.40

The rate per column inch may be reduced depending on how many ad inches you commit to run per year. You may fulfill your annual contract by running any combination of ad sizes.

ANNUAL FREQUENCY CONTRACT RATES:

Ad insertions per year	Column inch rate
6	\$23.85
13	\$22.53
26	\$21.20
52	\$19.93

The rate per column inch may be reduced depending on how many ads you commit to run per year regardless of size.

CALL-A-PRO CONTRACT RATES:

Consecutive weeks	Column inch rate
13 weeks	\$15.00
26 weeks	\$13.00
52 weeks	\$11.00

These great rates are only available for a 1 col. x 2" service-related ad in the Call-A-Pro section.

CLASSIFIED AD RATES: \$12.50 per week for 25 words or less.

AD SIZES

Column Widths

1 column	= 1 3/4"
2 columns	= 3 3/4"
3 columns	= 5 3/4"
4 columns	= 7 3/4"
5 columns	= 9 5/8"

Ad sizes are expressed as column width by height in inches. For example, a 3x5 ad is an ad that is 3 columns wide by 5 inches high which equals 15 total column inches. Ads can be up to 5 columns wide by 11.5" tall.

COLOR: Black + 1: \$150 • Black + 2: \$250 • Full color: \$350

INSERTS: \$70 per thousand (pre-printed up to 8 1/2"x11"). Inserts can be targeted by subscribers, geography or both. Provide your own insert or have our award-winning graphics department design one for you! We'll take care of insertion and delivery and can even handle your printing needs.

DEADLINES: Space reservations due by 5 p.m. on Tuesday prior to publication. Ad copy due by noon on Wednesday prior to publication. Spectrum's creative department can design an ad for you, or ads may be e-mailed in high-res pdf, tif, eps or jpeg format.

PLEASE CALL (916) 445-6825
to reserve your ad space or for more information or e-mail Tom Borgatta at tborgatta@mnc.net.

