

A publication committed to Iowa seniors

Prestige

Publishes: May 25, December 14

Deadline: April 29, November 18

A biannual special section dedicated to Iowans 55+. Stories, resources and real perspectives about life in Iowa for older demographics that cover a range of issues. Past content includes money management, family dynamics, leisure, volunteerism and more.

Distribution:

Full publication run in Sunday Gazette, Green Gazette and thegazette.com reaching over 222,700.

Advertising Benefits:

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Resident Profile

A unique way for senior living facilities and co-ops to share a story of one of their residents. They are a great opportunity to call attention to a milestone birthday or anniversary or show appreciation for someone who goes above and beyond in their day-to-day routines.

- \$750 Quarter page, templated format with up to 100 words and 1 photo.

Extend your Reach:

Add a Digital buy to expand your reach on thegazette.com. Digital campaign must run consecutively and must run within 30 days following date of print publication.

- \$300 for 40,000 Impressions

Run your ad in the Penny Saver for additional visibility. Ad must be the same size and copy as the ad running in the special section publication and must run either the week directly before or after the publication is distributed.

- \$1,200 Full
- \$725 Half
- \$400 Quarter

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