

ST. LOUIS TIMES®



Timely News for Mature Minds, Bodies & Spirits



2023 MEDIA KIT





The **St. Louis Times** has been publishing with purpose since our debut in 1994. As a professional media organization, we are grounded in a heart-felt mission to “do some good for our areas aging population.” We started as a monthly newsmagazine determined to address the informational needs of older adults and the professionals who work with them. Along the way we’ve published numerous products, hosted over 100 events, and participated or sponsored various endeavors consistent with our mission. We are grateful to have been honored with over 25 local and National Mature Media Awards and have been recognized as a valuable, community-wide media source.

We are not your traditional media company, nor are the demographic readers who we serve. They are eclectic and almost impossible to profile in the depth and range of their interests, tastes and lifestyle choices. Collectively, they encompass a wide range of underserved needs that inspire us to do as much good for them as we possibly can. Bottom line – we are very good at what we do and our purpose fits us well. We have created our own path as we’ve listened and responded to the tens of thousands who have joined us along the way.



At best, marketing is difficult in a society bombarded and cluttered with so many messages, and at worst it can be overwhelming, frustrating, and unproductive. We would not still be doing what we’ve done from the beginning if we hadn’t been told time and time again that we make a difference. A significant difference, to a specific person in need, at a time when it’s most needed. Isn’t that what it’s all about?

The good news is that you do not have to do it alone. Just give us a chance to prove it!

Sincerely,

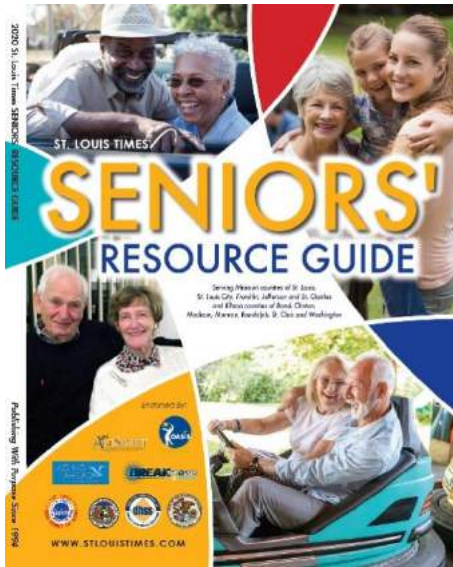
John Rothbarth

Publisher / *St. Louis Times*

ST. LOUIS TIMES®



Timely News for Mature Minds, Bodies & Spirits



Business Listings Deadline: SEPTEMBER 15, 2022

Space Reservation Deadline: SEPTEMBER 15, 2022

(Display Advertising space is reserved by returning to us the completed Sales Agreement page)

Final Proof Approval Deadline: OCTOBER 15, 2022

There are two ways to market your organization in the **Seniors' Resource Guide**. In either case, both appear in the printed and online editions at our website www.stlouistimes.com. You may purchase Display Advertising, which comes with a **free** Business Listing, or you may purchase Business Listings only.

The **Seniors' Resource Guide** is our signature publication which is published every December in both print and online editions. Both editions include our area's largest database of detailed business listings of resources for older adults which cover 12 counties in the Missouri / Illinois metro area. Coverage includes the Missouri counties of St. Louis, St. Louis City, Franklin, Jefferson and St. Charles. Illinois counties include Bond, Clinton, Madison, Monroe, Randolph, St. Clair and Washington. Our guide is used extensively by older adults, families, caregivers and professionals.

The **Seniors' Resource Guide** is the 'go to' source and commonly referred to as our area's "Industry Bible" when it comes to providing comprehensive and current resources for our area's aging population. If your business provides information, services or products for older adults in our bi-state 12-county region, our publication will help you get your message out to those who need it most!

Seniors' Resource Guide has a press run of 32,500 complimentary copies which are distributed through a multi-tiered allocation channel to hundreds of aging-focused for-profit and non-profit organizations. Copies can also be picked up throughout the year for free (while supplies last) at most Schnucks, Dierbergs and Straubs grocery stores, as well as each of our three Area Agency on Aging offices in the metro area (St. Louis Area Agency on Aging, Aging Ahead, and AgeSmart Community Resources in Illinois).

The publication can also be viewed in PDF format online at www.stlouistimes.com. We also offer a searchable database of all resources. Copies can be ordered online while supplies last. Our distribution strategy is continually in a state of expansion as the demand for our publication far exceeds our supply. The abbreviated list below highlights a portion of our distribution by industry sector.

Aging Focused Associations	Elder Law Attorneys	Outpatient Coordinators
Assisted Living Facilities	Federal & State Agencies	Physicians
Chambers of Commerce	Geriatric Care / Case Managers	Professional Caregivers
Cities / Municipalities	Geriatric Educators	Retirement Communities
Colleges & Universities	Health Departments	Senior Centers
Community Centers	Health Fairs	Senior Olympics
Community Events	Health Practitioners	Social Workers
County Dept. of Human Services	Hospitals / Health Centers	United Way
Dept. of Health & Senior Services	Libraries	Veterans Administration

Seniors' Resource Guide is endorsed by Missouri's Governor and Attorney General, Illinois Department on Aging, St. Louis Mayor, County Executive, St. Louis Area Agency on Aging (SLAAA), Aging Ahead (MEAAA), AgeSmart Community Resources of Southwestern Illinois, Breakthrough Coalition, the St. Louis County Older Resident Programs (CORP), and OASIS.

Seniors' Resource Guide Business Listing Categories

Adult Day Services	Insurance
Advocacy	Legal, Financial & Estate Planning
Aging Information & Referral	Medical Equipment & Supplies
Cemeteries, Mausoleums & Cremation Services	Mental Health Services & Support Groups
Dental	Nutrition
Disability, Physical Therapy & Rehabilitation	Other Programs, Services & Providers
Driving	Pharmacies
Education & Employment	Physicians & Physician Groups
Emergency Preparedness	Podiatry
Exercise & Physical Fitness	Respite Programs
Geriatric Care & Case Management	Senior Centers & Food Resources
Hearing	Social Security, Medicare & Medicaid
Home Health, Personal & Professional Care	Transportation
Hospice	Travel, Leisure & Entertainment
Hospitals & Medical Services	Veterans Services
Housing Facilities— Independent / Assisted Living / Skilled	Vision
Housing Resources, Modifications & Move Management	Volunteer Opportunities

BUSINESS LISTINGS

Business Listings cost \$55/year for your first Business Listing and \$30/year for each additional listing. *The \$55 fee for your first listing is waived if you purchase a Display Advertisement.*

Each customer's Business Listings must be Activated (paid for) and Updated (reviewed and approved for accuracy) every year in order to be included in each year's edition, even if no changes are required.

Each customer manages their own Business Listings online at www.stlouistimes.com by clicking Business Login in the upper right corner and entering their login information. Once logged in you can select to add new listings at any time, as well as review, edit and Activate existing listings. Please keep in mind that whatever information you have listed in your Business Listings account as of **September 15th** each year will be downloaded and published in the upcoming year's edition.

SENIORS' RESOURCE GUIDE

ST. LOUIS TIMES

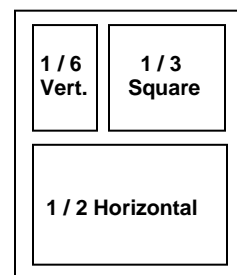
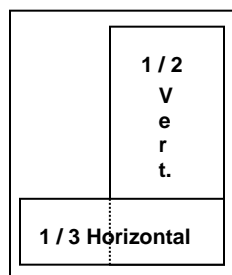
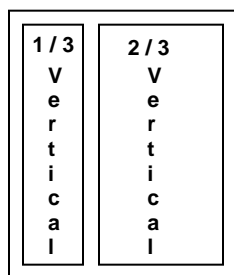
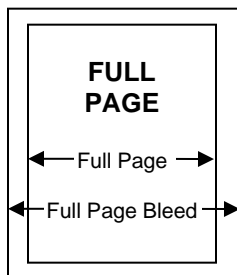
Publishing With Purpose Since 1994

SENIORS' RESOURCE GUIDE - DISPLAY ADVERTISING

When you purchase a Display Advertisement you receive the following:

- Full color ads at no additional charge
- One free Business Listing - \$55 value
- Free advertising design services
- Free copies delivered to your door

SENIORS' RESOURCE GUIDE - DISPLAY AD SPECIFICATIONS



AD SIZES

Full Page (Trimmed)	7.25" x 9.75"
Full Page (with bleed) **	8.25" x 10.75"
2/3 Page Vertical	4.75" x 9.75"
1/2 Page Vertical	3.50" x 9.75"
1/2 Page Horizontal	7.25" x 4.75"

AD DIMENSIONS

AD SIZES

1/3 Page Vertical
1/3 Page Horizontal
1/3 Page Square
1/6 Page Vertical

AD DIMENSIONS

2.375" x 9.75"
7.25" x 3.2"
4.75" x 4.75"
2.375" x 4.75"

** Final trim size is 8.25" x 10.75". Overall size is 8.75" x 11.25" which includes a .25" bleed on all four sides.

DISPLAY ADVERTISING RATES – NET

Advertising rates listed below are per year

For Profit Companies:

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
1-Year Ad Contract	\$2,281.25/yr.	\$1,773.00/yr.	\$1,264.75/yr.	\$883.75/yr.	\$502.50/yr.
2-Year Ad Contract: - 15% Savings	1,939.00	1,507.00	1,075.00	751.25	427.25
3-Year Ad Contract: - 25% Savings	1,711.00	1,329.75	948.75	663.00	377.00

Not-For-Profit Companies:

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
1-Year Ad Contract: - 15% Savings	\$1,939.00/yr.	\$1,507.00/yr.	\$1,075.00/yr.	\$751.25/yr.	\$427.25/yr.
2-Year Ad Contract: - 20% Savings	1,825.00	1,418.50	1,012.00	707.00	402.00
3-Year Ad Contract: - 30% Savings	1,597.00	1,241.25	885.50	618.75	351.75

HOUSING SECTION PHOTOS See example below

Housing Facilities Section Only: For an additional \$150 to your Business Listing cost, enhance your listing with six color photos. Email your photos to us at 300dpi or higher, in landscape orientation.

Pacific Place Senior Living 45 South Old Orchard Webster Groves, MO 63119 (314) 961-3041 In Business Since: 1987	33 \$1,200/ \$3,600/mo.	Call Call for rates	Call Call for rates	Call Call for rates	N Call	N Call	Y All except ph., cbl. & elec.	Y Call	Y Call	N	N	N	Y	N	Y	Y	Y	Y	Y	Y
Payments Accepted:	1	1	1	1																

Description: We are an independent community, designed for active, independent seniors. Here you will discover that where you live has an unmistakable influence on how you live.

ST. LOUIS TIMES MAGAZINE - ADVERTISING



The **St. Louis Times Magazine** is a free, bi-weekly digital magazine published on the 1st and 15th of each month. It is distributed by email to 9,000 subscribers, the majority of whom are professionals and people who work with, or are interested in, aging-focused issues. Each edition includes news items in one of eight categories. Submit your news items online for **free** by going to www.stlouistimes.com and clicking *Submit Your News Items* from the menu. News items will be posted on our

homepage as well. Advertising in the **St. Louis Times Magazine** is efficient, targeted, and value driven since your advertisement will be sent out by email to our subscribers **and** appear on our homepage. Between the 9,000+ subscribers who will receive your advertisement by email, plus the thousands who visit our website monthly, your advertising dollars will deliver big results for a small investment. Plus, advertisements that run in **St. Louis Times Magazine** and on our website include hyperlinks to your website in order to further assist prospects in finding your company.

ADVERTISING IN ST. LOUIS TIMES MAGAZINE IS EASY AND INVOLVES TWO STEPS:

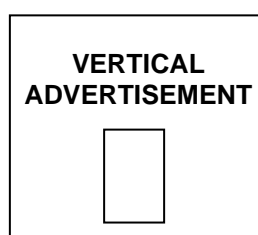
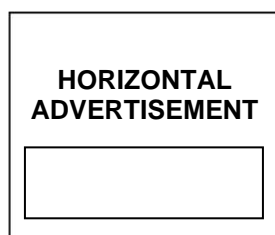
1. Complete the last page of this Media Kit to reserve your ad space and return it to us.
2. Send us your advertisement by email in JPEG or PDF format to graphics@stlouistimes.com.

Your advertising will run in consecutive editions for the duration of your agreement. You can also change your advertisement as often as you want. Since we publish on the 1st and 15th of each month the deadline for getting your advertisement and prepayment to us is **no later than three days prior to publishing**. We offer two advertisement sizes, horizontal and vertical.

Each advertisement runs for two weeks in the St. Louis Times AND two weeks on our website.

ST. LOUIS TIMES MAGAZINE - DISPLAY AD RATES & SPECIFICATIONS

**400 pixels (5.33") wide x
270 pixels high (3.60")**



**135 pixels (1.80") wide x
270 pixels high (3.60")**

HORIZONTAL AD – RATES

<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>9x</u>	<u>12x</u>
1 Month 2 Editions	3 Months 6 Editions	6 Months 12 Editions	9 Months 18 Editions	12 Months 24 Editions
\$300/month	\$270/month	\$240/month	\$210/month	\$180/month

VERTICAL AD – RATES

<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>9x</u>	<u>12x</u>
1 Month 2 Editions	3 Months 6 Editions	6 Months 12 Editions	9 Months 18 Editions	12 Months 24 Editions
\$100/month	\$90/month	\$80/month	\$70/month	\$60/month

SALES AGREEMENT - TERMS AND CONDITIONS

COLOR

All advertisements include full color at no additional charge.

PREMIUM PLACEMENT **(Seniors' Resource Guide only)**

Back cover is only available on a 1-year term, with a 20% surcharge.

Inside front or inside back covers (left or right pages): 15% surcharge. Available for 1-3 year terms.

Other guaranteed positions: 10% surcharge. Available for 1-3 year terms.

ADVERTISING DESIGN **(Seniors' Resource Guide only)**

Basic design and layout charges are included with your advertisement. We request that all ads be submitted in digital format, PDF preferred. Line screen is 100. Digital photos need to be a minimum of 300dpi at the size to be printed. All advertisers must approve final ad proof prior to publication deadline. Advertisements should be emailed to graphics@stlouistimes.com.

GETTING COPIES OF THE PUBLICATION **(Seniors' Resource Guide only)**

Companies that purchase display advertising in the publication receive free copies of the **Seniors' Resource Guide** delivered to their place of business at the start of each year that their advertisements run.

BILLING

Seniors' Resource Guide is our signature publication published every December in print and online editions. Both editions include our area's largest database of detailed business listings of resources for older adults which cover 12 counties in the Missouri / Illinois metro area.

Seniors' Resource Guide - Display Advertisers can pre-pay for their advertising online at www.stlouistimes.com or be invoiced. For advertisers that purchase two or three-year contracts, you will be invoiced annually for each year's advertisement. If Net Rates increase during a multi-year contract your discount will be applied to the new Net Rates. In the event a multi-year contract is cancelled prior to completion, a short-rate will be applied and invoiced for the difference between the discounted rates versus the rate that would have applied had the contract not been cancelled. **Invoices will be sent (and credit card transactions will be charged) on October 15th of each year. Payment is due by November 15th of each year.** A 1.5%-per-month charge (18% annual percentage rate) will be added for accounts 30 days past due. Please make checks payable to the St. Louis Times, P.O. Box 456, Valley Park, MO 63088.

Seniors' Resource Guide - Business Listings run for one-year terms and are entered, updated and paid for each year online at www.stlouistimes.com. For more information see page six of this Media Kit. If you purchase a Display Advertisement in addition to a Business Listing you receive your **first** Business Listing free of charge.

St. Louis Times Magazine is a free, bi-weekly digital magazine published on the 1st and 15th of each month. It is sent by email to 9,000 subscribers and also featured on the homepage of www.stlouistimes.com. Billing is not available. Display Advertisers must pre-pay for their advertising online at www.stlouistimes.com.

All matters not covered in these conditions are subject to the decision of The Jarad Corporation, d/b/a St. Louis Times, St. Louis Times Seniors' Resource Guide, and St. Louis Times Magazine. Publisher reserves the right of approval of all content in all publications published by The Jarad Corporation. The purchaser of Display Advertising and Business Listings space assumes all responsibility for the entire content of any paid advertisement printed on their behalf in any of The Jarad Corporation publications. Publisher's liability for any error, omission or delay shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

ST. LOUIS TIMES SALES AGREEMENT

**Complete form below and mail to St. Louis Times, P.O. Box 456, Valley Park, MO 63088
or Fax to 636-225-2662 or Scan/Email to info@stlouistimes.com**

Company / Agency: _____ Contact Name: _____

Billing Address: _____ City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email Address: _____

Organization Incorporation: ☐ For Profit ☐ Not-For-Profit

SENIORS' RESOURCE GUIDE - DISPLAY ADVERTISING – Select ad size and term below

ADVERTISING TERM: ☐ 3-Year ☐ 2-Year ☐ 1-Year

AD SIZE: ☐ Full Page ☐ 2/3 Page ☐ 1/2 Page ☐ 1/3 Page ☐ 1/6 Page ☐ - Housing Section with six photos
\$99 Special

REQUESTED AD LAYOUT: ☐ Horizontal ☐ Vertical ☐ Square

ARTWORK: ☐ We will email artwork to graphics@stlouistimes.com
☐ We would like the St. Louis Times to design artwork

PREMIUM PLACEMENT (see page 9): Enter requested ad position here: _____

REQUESTED CATEGORY FOR DISPLAY ADVERTISEMENT: _____

REQUESTED CATEGORY FOR BUSINESS LISTING: _____

Seniors' Resource Guide Display Ads - Net Advertising Rate per year \$ _____

Seniors' Resource Guide Premium Placement Charge \$ _____

Seniors' Resource Guide Housing Section - Six Photos - \$99 Special \$ _____

ST. LOUIS TIMES MAGAZINE - DISPLAY ADVERTISING * – Select ad size and term below

ADVERTISING TERM – St. Louis Times Magazine: ☐ 12-Month ☐ 9-Month ☐ 6-Month ☐ 3-Month ☐ 1-Month

REQUESTED AD LAYOUT: ☐ Horizontal (5.33" wide x 3.60" high) ☐ Vertical (1.80" wide x 3.60" high)

St. Louis Times Magazine (Enter below requested information):

____/____/____ Start Date ____/____/____ Stop Date _____ Total number of months to run

St. Louis Times Magazine Display Ads – Net Advertising Rate per month \$ _____ *

* St. Louis Times Magazine display advertising must be prepaid as no billing is available.

TOTAL NET ORDER – Please enter your total here →

\$ _____

☐ Bill Advertiser ☐ Bill Agency ☐ Pay by Check ☐ Pay by Credit Card    

CC #: _____ Name on CC: _____ Expiration Date: _____ CCV: _____

☐ I have read and agree to the St. Louis Times Sales Agreement Terms and Conditions (page 9), and the St. Louis Times Sales Agreement (this page), and I am authorized to purchase the requested products listed above.

Date of Agreement

Authorized Signature

Print Authorized Name

Thank you for including us in your marketing plans. We appreciate your business!