



A publication of the  
Eastern Nebraska  
Office on Aging

The Voice for  
Older Nebraskans!

# New Horizons



## Advertising Rates & Specifications



News, entertainment,  
& advertising  
especially for older adults

4780 South 131st Street • Omaha, NE 68137 • (402) 444-6654  
FAX (402) 444-3076 • enoa.org

# DISPLAY ADVERTISING RATES

Direct-mailed  
to 8,000 homes  
and businesses in  
Douglas, Sarpy,  
Dodge, Cass, and  
Washington counties.



## MECHANICAL INFORMATION

- Photo composition offset printing
- Tabloid page: 10.25 inch X 15.5 inch  
image area
- Five 11.5 pica columns per page
- One pica gutters
- Column width is 1 7/8 inches
- Color charge \$100
- Minimum size for color: Quarter page
- Color ads are limited to back and two  
middle pages

## DEADLINES

Space reservations for all ads

**15th of month**

Ads requiring composition

**15th of month**

Camera-ready ads

**20th of month**

SIZE	12 TIMES Contract	6 TIMES Contract	3 TIMES Contract	1 TIME Open Rate
<b>FULL PAGE</b> 77.5 inches	<b>\$660</b>	<b>\$700</b>	<b>\$780</b>	<b>\$875</b>
<b>1/2 PAGE</b> 40 inches	<b>\$395</b>	<b>\$445</b>	<b>\$495</b>	<b>\$545</b>
<b>1/4 PAGE</b> 20 inches	<b>\$225</b>	<b>\$245</b>	<b>\$265</b>	<b>\$295</b>
<b>1/8 PAGE</b> 10 inches	<b>\$130</b>	<b>\$145</b>	<b>\$155</b>	<b>\$170</b>
<b>1/16 e PAGE</b> 5 inches	<b>\$70</b>	<b>\$80</b>	<b>\$100</b>	<b>\$110</b>

Ads may also be purchased for in-between sizes.

**1 to 4 column inches..... \$24/inch**

**CLASSIFIED AD RATE (3" or smaller).....\$16/inch**

### SAMPLE AD SIZES

Full page	10.25 inches by 15.5 inches
Half page	10.25 inches by 8 inches 8 inches by 10 inches
Quarter page	10.25 inches by 4 inches 8 inches by 5 inches 6 inches by 6.6 inches 4 inches by 10 inches
Eighth page	6 inches by 3.3 inches 4 inches by 5 inches 1 7/8 inches by 10 inches
Sixteenth page	4 inches by 2.5 inches 1 7/8 inches by 5 inches

# FACTS ABOUT OLDER CONSUMERS

*Here are some important statistics about the fastest growing consumer market in the United States.*

*Older Americans:*

- ☐ Own 77 percent of all the financial assets in America and 80 percent of all money in U.S. savings and loans.
- ☐ Spend more money on travel and recreation than any other age group.
- ☐ Spend more money on quality children's clothing and toys for their grandchildren than their parents.
- ☐ Purchase 37 percent of all over-the-counter medical products.
- ☐ Spend more per capita in the grocery store than any other age group.
- ☐ Eat outside their homes an average of three times per week.
- ☐ Purchase 41 percent of all small appliances.
- ☐ Switch brands as often as younger consumers.
- ☐ Account for 40 percent of total consumer demand.



**NEW HORIZONS** is a community specialty newspaper, published monthly by the Eastern Nebraska Office on Aging. Each issue contains a diversity of news, features, health care reporting, service and program information, and advertising of special interest to older Nebraskans.

*New Horizons* addresses itself to a major market. There are approximately 340,000 Nebraskans age 60 and older. This is the fastest-growing segment of the population in the United States and also the age group with the most discretionary income.

With its 100 percent target audience, *New Horizons* puts advertisers directly in touch with older adults. If you want to reach the mature market at a low cost, send your message through the *New Horizons* where every reader is a potential customer.

## LET US DESIGN YOUR AD

With the latest in Apple desktop publishing capabilities, we can design your advertising to your specifications and have it ready for proofing within two working days. No charge for ad production.

---

## GENERAL INFORMATION AND REGULATIONS

### TERMS

- Payment in full must reach the *New Horizons* office no later than 30 calendar days after the billing date.
- Payment must accompany the insertion order for all first-time advertisers.

### PUBLICATION

- *New Horizons* is published and distributed during the first week of each month (12 issues annually).
- Direct mailed to 9,000 homes and businesses in Douglas, Sarpy, Dodge, Cass, and Washington counties.
- The publication is free except to subscribers outside the primary five-county target area, to whom a \$5 annual fee is charged. Voluntary donations are accepted through the New Horizons Club.

- The *New Horizons* is also enjoyed by readers on ENOA's Facebook page, enoa.org website, and LinkedIn page.

### CONDITIONS

- Local rates apply to firms doing business in Douglas, Sarpy, Dodge, Cass, and Washington counties.
- *New Horizons* is represented nationally by Senior Publishers Media Group in San Diego, California.
- Liability for errors shall not exceed the cost of the space occupied by the error. Credit allowance on the first insertion only.
- No allowance made for errors that do not materially affect the value of the advertisement. No adjustments will be made after 90 days.
- *New Horizons* reserves the right to refuse any advertising. Ads appearing in the

publication do not imply endorsement of the advertiser, its products, or services by *New Horizons*, the Eastern Nebraska Office on Aging, or any of its governing or advisory bodies.

- No ad may be cancelled after the copy deadline.
- Advertisements set in solid or reading matter type which simulate editorial content must carry the word "ADVERTISEMENT" over and/or under the copy.
- Political ads must carry the tagline (i.e.) "Paid for by Smith for Congress Committee."
- Advertisers or advertising agencies will assume liability for all content of advertisements printed and also assume the responsibility for any claims made against the publisher.

